

Natrona County Travel & Tourism Council Visit Casper

PUBLIC MEETING MINUTES WEDNESDAY, NOVEMBER 20, 2024 – 11:30 a.m. CASPER, WYOMING

I. CALL TO ORDER

Mr. Montgomery called the public meeting of the Natrona County Travel and Tourism Council to order on Wednesday, November 20, 2024, at 11:38 a.m. Roll call determined the presence of a quorum.

II. ROLL CALL

Present: Cole Montgomery, City of Casper
Dan Foote, Bar Nunn
Lisa Engebretsen, City of Casper
Mike Cevasco, Town of Midwest
Renee Penton-Jones, Natrona County
Sabrina Kempter, City of Mills
Tassma Powers, Town of Evansville
Tiffany Gamble, Natrona County

(Ms. Powers arrived in person at 11:57 a.m.)

Excused: Katie Arnold, Town of Edgerton

Also Present: Tyler Daugherty, CEO
Terri Weinhandl, Operations Manager
Liz Bowers, Analytics & Social Media Coordinator
Wayne Stewart, Director of Marketing & Communications
Syd Wallace, Creative Coordinator
Shelby Kraus, Business Sales Manager
Cait O'Neal, Sales Project Manager
Tia Troy, Lightning Bug Public Relations (Zoom)
Glenn Gardner, Wyoming Office of Tourism (Zoom)
Jordan Dubrenz, Porter Muirhead Cornia & Howard, CPAs
Kielee Schlidt, Porter Muirhead Corina & Howard, CPAs

CONSENT AGENDA

III. Mr. Montgomery asked for a motion to approve the consent agenda.

Moved by Ms. Gamble, seconded by Ms. Kemper, carried without dissent to approve the consent agenda. (Exhibit 1)

OLD BUSINESS

IV. SPEC TAX RESULTS

Ms. Powers provided a summary via Zoom about the November 5 election results of the Spec Tax. Four of the eight projects up for vote passed as follows:

- New Metro Animal Control shelter
- Land acquisition for a new Fire Station #1
- Washington Park band shell improvements
- 9-1-1 center equipment replacement

The Political Action Committee looks at this as a win and will now move forward with focusing on educating the public on the 5th cent and lodging tax effort.

NEW BUSINESS

V. FY24 AUDIT REVIEW

Porter Muirhead Cornia & Howard, CPAs presented the FY24 audit results to the board. There were no internal control issues.

Roxy Skogen from Skogen & Cometto reminded the board that the FY24 audit was conducted strictly as cash basis. Ms. Skogen recommended to remove the “cash with fiscal agent” tax receivable amount that has historically been recorded in the monthly financial statements. This will result in the monthly financial statements agreeing to the auditing financial statement. This will also make it easier to determine compliance with the statute that requires the CVB spend at least 90% annually of the tax collections. The collections on the cash basis are known, whereas, the recording of the one month receivable was an estimated amount each year.

Ms. Gamble made a motion to approve Ms. Skogen’s recommendation as presented, seconded by Mrs. Renee Penton-Jones. Motion carried without dissent.

VI. PROUD TO HOST THE BEST

The rebrand from Proud to Host the Best to “Compete Casper” has officially launched. Ms. Kraus will continue to work through the transition process.

VII. CEO UPDATE

CEO candidate, Annette Pitts, was offered the CEO position for Visit Casper and has accepted. Her first official day is Monday, January 6, 2025.

VIII. JOINT OPEN HOUSE

Visit Casper and Advance Casper will hold their annual Open House on Wednesday, December 4, 2024, from 4:30 p.m. to 6:30 p.m.

COMMUNICATION REPORTS

IX. STAFF REPORTS – SALES & MARKETING

Staff gave a summary of report highlights. (Exhibit 2)

The 2025 Visitor Guide will go to the printer in early December.

X. LIGHTNING BUG PUBLIC RELATIONS – Tia Troy

No report.

XI. COUNCIL COMMENTS

None.

XII. PUBLIC COMMENTS

None.

XIII. NEXT MEETING: Tuesday, January 21, 2025, 11:30 a.m.

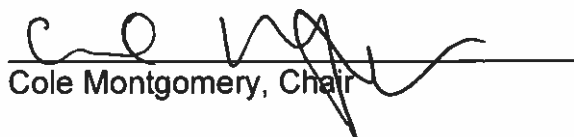
XIV. EXECUTIVE SESSION

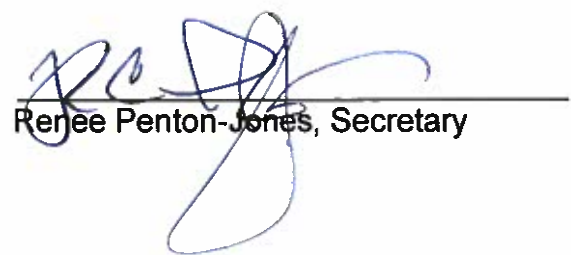
Mr. Montgomery called for the NCTTC to go into Executive Session after the board meeting adjourned.

XV. ADJOURNMENT

Mr. Montgomery asked for a motion to adjourn.

Moved by Ms. Powers, seconded by Ms. Engebretsen, carried without dissent to adjourn at 12:15 p.m.


Cole Montgomery, Chair


Renee Penton-Jones, Secretary