

Natrona County Travel & Tourism Council

Visit Casper

**PUBLIC MEETING MINUTES
TUESDAY, OCTOBER 27, 2020 ~ 11:30 PM
CASPER, WYOMING**

I. CALL TO ORDER

Ms. Gamble called the public meeting of the Natrona County Travel & Tourism Council to order Tuesday, October 27, 2020, at 11:32 a.m. at the Visit Casper office. Roll call determined the presence of a quorum.

II. ROLL CALL

Present: Tiffany Gamble, Natrona County
Renee Penton-Jones, Natrona County
Jim Ruble, Town of Evansville
Erik Aune, Town of Mills
Michael Cevasco, Town of Midwest*
Steve Freel, City of Casper*
Brad Murphy, Town of Bar Nunn
*Entered the meeting late

Excused:

Kevin Hawley, City of Casper
Ken Thoren, Town of Edgerton

Also Present: Brook Kaufman, CEO
Amanda Scherlin, Marketing Manager
Mikki Milosevic, Destination Services Coordinator

III. Moved by Mr. Murphy, seconded by Mr. Ruble, and carried without dissent to approve the consent agenda as presented. (Exhibit 1)

OLD BUSINESS

IV. FINANCIAL POLICIES

Ms. Kaufman did not have anything to add to the financial policies. Moved by Mrs. Penton-Jones, seconded by Mr. Murphy and carried without dissent to approve the revised financial policies as presented. (Exhibit 2)

V. AGENCY COLLABORATION UPDATE

Ms. Kaufman updated the Board on the steps taken regarding agency collaboration. She has sent letters to the Downtown Development Authority and the Chamber of Commerce for consideration. Next steps include scheduling meetings with the DDA board and continuing discussion with the Chamber Board. There are no new developments with Advance Casper. Mr. Aune asked what the end goal is; Ms. Kaufman explained Visit Casper is trying to establish a strategic alliance that would reduce costs and redundancies and allow for more meaningful collaboration. Mr.

Murphy added that a unified approach/position would lend to the community's success in the future.

NEW BUSINESS

VI. GRANT REVIEW RECOMMENDATIONS

Amusement Operators of Wyoming: Requested \$2,000 for the State Dart Tournament, the Grant Committee recommended \$2,000.

Amusement Operators of Wyoming: Requested \$500 for the 9th Annual State 9-Ball Tournament, the Grant Committee recommended \$500.

Amusement Operators of Wyoming: Requested \$7,500 for the State 8-Ball Tournament, the Grant Committee recommended \$7,500.

Casper Amateur Hockey Club: Requested \$3,500 for the 2020-2021 CAHC Season, the Grant Committee recommended \$3,500.

Casper Recreational Leagues Association: Requested \$10,000 for the Casper Open Volleyball Tournament and Youth Basketball Tournament, the Grant Committee recommended \$2,500 for volleyball and \$7,500 for basketball.

Casper Soccer Club: Requested \$2,500 for the 2021 Spring Jam, the Grant Committee recommended \$2,500.

Casper Soccer Club: Requested \$3,500 for the Wyoming State Cup & Championship, the Grant Committee recommended \$3,500.

Wyo Pop Con: Requested \$25,000 for the Wyoming Pop Culture Convention, the Grant Committee recommended \$2,500.

Mrs. Penton-Jones opened the discussion pertaining to grants by explaining that these events contribute substantially to the community. Mr. Aune asked if the board was comfortable with the grant committee's recommendations. There were no objections.

Moved by Mrs. Penton-Jones, seconded by Mr. Freel and carried without dissent to approve the Grant Committee's recommendations as presented. Motion carried. Mr. Murphy abstained from the vote. (Exhibit 3)

VII. ADVOCACY AND PUBLIC ACCESS

Mr. Aune shared concerns over public access in the County and that he would like Visit Casper to get more involved in the discussion. Mr. Aune would like a committee to be formed at the board level to address access and recreation and how it relates to visitation. For clarification, Mrs. Gamble asked if he was proposing Visit Casper create a committee to assist with getting these groups together. She also asked for a more detailed plan to understand his specific request. Mr. Murphy agreed to needing more

information and feels Visit Casper is not the organization best fit to lead this effort. Mr. Freel would like to know who the organizations are and what the access issues are that need to be addressed. Mr. Cevalasco volunteered to work with Mr. Aune on this and to organize a meeting with user groups to discuss needs and next steps.

VIII. **SPRING PIVOT**

Mr. Aune expressed concerns about how Visit Casper handled marketing at the onset of the COVID-19 pandemic. He feels messaging used led potential visitors to believe the community and state were closed and that it would leave a lasting impression. Mrs. Penton-Jones stated that she does not recall that type of messaging being used and that if anyone has concerns about marketing, to please discuss it with the marketing committee.

IX. **INFLUENCER PROGRAM**

Mr. Aune shared his concerns about some of the messaging on the Visit Casper website. For example, he feels the fly-fishing coloring page developed during the COVID response sent the wrong message. Mrs. Penton Jones asked what that page was, and Mrs. Scherlin explained it was a tactic Visit Casper deployed to give people activities to do while not traveling due to the pandemic. Mr. Murphy commented that the influencer program run through Tia Troy at Lightning Bug Public Relations has been spectacular and he complimented the effort. Ms. Kaufman will schedule a status update with Ms. Troy at an upcoming board meeting.

COMMUNICATION REPORTS

X. **STAFF REPORTS:** No questions. (Exhibit 4)

XI. **COMMUNITY/ORGANIZATION:** No questions.

XII. **COUNCIL COMMENTS**

Mr. Murphy informed the Board that the Halloween Trick or Treat Trail will be at the Events Center this weekend.

XIII. **PUBLIC COMMENTS:** None.

XIV. **EXECUTIVE SESSION:** None.

XV. **NEXT COUNCIL MEETING:** Tuesday, November 24, 2020. Location: Visit Casper Office

XVI. **ADJOURNMENT:** Moved by Mr. Murphy, seconded by Mr. Ruble and carried without dissent to adjourn the meeting at 1:06 p.m. Motion carried.



Tiffany Gamble, Chair



Kevin Hawley, Secretary