

Natrona County Travel & Tourism Council

Visit Casper

PUBLIC MEETING MINUTES TUESDAY, OCTOBER 25, 2022 CASPER, WYOMING

I. **CALL TO ORDER**

Mr. Ruble called the public meeting of the Natrona County Travel and Tourism Council to order Tuesday, October 25, 2022, at 11:35 a.m. Roll call determined the presence of a quorum.

Mr. Ruble welcomed new board member Lisa Engebretsen who replaced Steve Freel representing the City of Casper.

II. **ROLL CALL**

Present: Jim Ruble, Town of Evansville
Tiffany Gamble, Natrona County
Brad Murphy, Town of Bar Nunn
Sabrina Kemper, City of Mills
Lisa Engebretsen, City of Casper

Excused: Renee Penton-Jones, Natrona County
Ken Thoren, Town of Edgerton
Mike Cevasco, Town of Midwest
Cole Montgomery, City of Casper

Also Present: Angie Volzke, Creative Coordinator
Terri Weinhandl, Executive Assistant
Tia Troy, Lightning Bug Public Relations (Zoom)
Kyle Gamroth, Casper City Council
Justin Farley, Advance Casper

Absent: Darren Rudloff, Interim CEO
Luke Gilliam, Business Development Manager
Amanda Sewell, Destination Experience Coordinator

III. Moved by Mrs. Gamble, seconded by Mrs. Kemper, and carried without dissent to approve the consent agenda as presented. (Exhibit 1)

OLD BUSINESS

IV. **CEO UPDATE**

No update.

V. **LIVABILITY AD**

Mr. Farley provided an update on the Livability Ad stating that they have \$100,000 in commitments from local education, healthcare, and business entities. "Choose Casper" will be promoted in publication and online. The magazine publication will combine the Visit Casper Guide and the Relocation Guide into a tool to assist individuals in making the decision to relocate to Casper and assist businesses with the

decision to expand in Casper. The online portion will be a separate beast that will be updated regularly with articles and information about the community and business opportunities. (Exhibit 2)

VI. **LEASE RENEWAL UPDATE**

The request for improved AV equipment storage and new window signage has been approved by the property manager. Ms. Engebretsen reviewed the lease and stated that there is room to negotiate the increasing lease costs due to the conditions of the current market and the number of offices available. Mr. Ruble stated that he intends for the new CEO, Tyler Daugherty, to sign the lease before the end of the year and he will discuss Mr. Daugherty's negotiating the lease costs as well.

VII. **FALL SUMMIT SUMMARY**

The Wyoming Hospitality & Travel Coalition's 2022 Fall Summit was held October 19 and 20 in Casper. Mrs. Kemper stated the welcome reception at David Street Station went very well. There was good attendance and everyone seemed to enjoy themselves. Mrs. Gamble shared that she attended the afternoon portion on Thursday and felt that the topics were relevant to tourism with good speakers. The event was good exposure for Visit Casper.

NEW BUSINESS

VIII. **AUDITOR FOR 2023**

Mr. Ruble and Mr. Rudloff (via email) both recommend that the accounting firm Porter, Muirhead, Cornia & Howard (PMCH) continue as auditors for FY23, FY24 and FY25. Mr. Murphy and Mr. Ruble stated they are both happy with the job that PMCH is doing and they are competitively priced. (Exhibit 3)

COMMUNICATION REPORTS

IX. **STAFF REPORT**

No comments. (Exhibit 4)

X. **LIGHTNING BUG PUBLIC RELATIONS**

Ms. Troy pushed out a statewide media press release on the National Beard & Moustache competition in coordination with the Booze & Bacon Festival to be held November 12, 2022 at the Ford Wyoming Center. Senior travel writer Vanita Salisbury from Thrillist was recently in Casper. Ms. Salisbury was new to the state of Wyoming, and loved everything about her visit which included Fremont Canyon, fly fishing, local culture and food.

XI. **SALES REPORT**

No update.

XII. **COUNCIL COMMENTS**

Mr. Murphy shared that Extreme Bullfighting is coming up along with state volleyball. The National Junior College Athletic Association (NJCAA) will be here for site visit on November 3, 2022. Casper has bid on the Division 1 National Women's Basketball tournaments to be held the last week of March in 2024 and 2025. The trick or treat trail

will take place Sunday, October 30 at the Ford Wyoming Center. Beard & Moustache and Booze & Bacon will be November 12.

Mr. Murphy announced he is retiring as general manager of the Ford Wyoming Center effective December 10, 2022. He shared that he has had a wonderful run as the general manager, and the NCTTC is the best board and most passionate for promoting Casper and Natrona County tourism. He is excited for new CEO, Tyler Daugherty, to come on board.

XIII. PUBLIC COMMENTS
None.

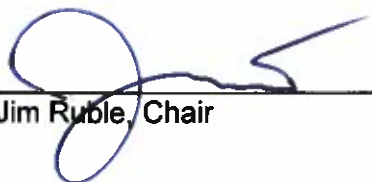
XIV. NEXT MEETING: Tuesday, December 13, 2022 at 11:30 a.m.

XV. EXECUTIVE SESSION

Mrs. Kemper requested an executive session for the purpose of real estate. Moved by Mr. Murphy, seconded by Mrs. Kemper, and carried without dissent to go in to executive session at 12:00 p.m.

XVI. ADJOURNMENT

Moved by Mrs. Gamble, seconded by Ms. Engebretsen, and carried without dissent to adjourn at 12:10 p.m.



Jim Ruble, Chair



Renee Penton-Jones, Secretary