

Natrona County Travel & Tourism Council

Casper Area Convention & Visitors Bureau

**PUBLIC MEETING MINUTES
TUESDAY, OCTOBER 23, 2018 ~ 11:30 AM
CASPER, WYOMING**

I. CALL TO ORDER

Renee Penton-Jones called the public meeting of the Natrona County Travel & Tourism Council to order Tuesday, October 23, 2018, at 12:15 p.m. at the Central Wyoming Fairgrounds. Roll call determined the presence of a quorum.

II. ROLL CALL

Present: Tiffany Gamble, Natrona County
Debbie Peterson, Town of Midwest
Kevin Hawley, City of Casper
Brad Murphy, Town of Bar Nunn
Renee Penton-Jones, Natrona County
Ken Thoren, Town of Edgerton
Erik Aune, Town of Mills

Excused: Jim Ruble, Town of Evansville
Shawn Johnson, City of Casper

Also Present: Brook Kaufman, CEO
Mikki Milosevic, Administrative Assistant

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

IV. TREASURER'S REPORT -- TIFFANY GAMBLE

Mrs. Gamble reviewed financial reports and checks for the CACVB and CSA ending September 30, 2018. Moved by Ms. Peterson, seconded by Mr. Hawley and carried without dissent to accept financial reports including CACVB checks 15755-15790 for a total of \$85,473.42 and CSA checks 6225-6230 for a total of \$11,613.07. (Exhibit 3) (Exhibit 4)

V. OLD BUSINESS

A. BOARD BIOS/PHOTOS

Mr. Thoren and Mr. Aune will complete theirs this week. Mr. Johnson's photo will be taken at City Hall tonight.

B. LODGING TAX UPDATE

Ms. Kaufman updated the board that all lodging tax presentations have been made and that we're currently in market with an educational effort. An op-ed on the importance of tourism will run in the Casper Star-Tribune October 29, 2018.

VI. NEW BUSINESS

A. VISITOR PROFILE ANALYSIS + REVIEW

Ms. Kaufman distributed a summary document of the Young Strategies Visitor Profile Study along with recommended next steps. As the destination ranked higher in leisure visitation than anticipated, she recommended a pivot in spend to build out the visitor guide and digital/traditional ad campaigns to overnight leisure transient visitors.

Discussion: Mr. Murphy stated that he was at the Young Strategies presentation and that the meeting was very eye-opening. He stated that leisure travel was much higher than he was expecting, and it was the only area that grew substantially from 16% in 2008 to 27% in 2018. Ms. Kaufman noted that based on current occupancy numbers we are still in a depressed market but there is positive momentum. Tuesdays, Wednesday and Thursdays in Natrona County are very strong thanks to the corporate and skilled-worker travelers, but there are 40+ opportunities to grow weekend visitation year-round. One next step is to create a taskforce that focuses on recruiting or creating events that drive visitation on weekend and during non-peak seasons.

The meetings segment is relatively flat from 2008 to 2017 but based on current inventory there isn't a significant opportunity to grow the market. Ms. Kaufman recommended allocating more money to the group tour/motor coach segment to drive tour bus and international FIT visitation.

Ms. Kaufman shared that our hoteliers want the organization to focus on leisure, team sports and association business. There isn't a clear path forward with sports but it's going to include pursuing events outside of Cowboy State Games (CSG) and Bear Bait 8. Ms. Penton-Jones asked how the Casper Sports Alliance Board fits into the picture. Mr. Murphy would like to have regular CSA Board meetings and would like to see collaboration between CSA, the City, the County and other venue holders to make sure everyone is communicating. There was a consensus from the board that the CACVB should support and be involved in events but not own or facilitate events. There is also consensus that the strategy behind CSG and BB8 needs to shift as the programs are not driving the necessary overnight stays. (Exhibit 5)

B. GRANT REQUESTS

Mrs. Gamble reviewed grant requests and grant committee recommendations with the Council: (Exhibit 6)

AMUSEMENT OPERATORS OF WYOMING – STATE DART TOURNAMENT: Requested \$1,500. The grant committee's recommendation is \$1,500.

AMUSEMENT OPERATORS OF WYOMING – STATE 9 BALL TOURNAMENT: Requested \$500. The grant committee's recommendation is \$500.

IRISH DANCE ASSOCIATION OF CENTRAL WYOMING: Requested \$5,000. The lodging tax revenue reported for the event was/is substantially lower. The grant committee's recommendation is \$750.

CASPER AMATEUR HOCKEY CLUB – 2018-19 CAHC SEASON: Requested \$2,500. The grant committee's recommendation is \$2,125.

EAST CASPER VOLLEYBALL CLUB – WYOMING GRAND PRIX AAU VOLLEYBALL: Requested \$1,200. The grant committee's recommendation is \$1,200.

WYOMING SYMPHONY ORCHESTRA – 2018-19 CONCERT SEASON: Requested \$2,500. The grant committee's recommendation is \$2,000 and to pursue a potential partnership.

CASPER MARATHON: Requested \$3,000. The grant committee's recommendation is \$1,000 and to connect with event owners to discuss marketing/advertising support.

CASPER SOCCER CLUB – CASPER SPRING JAM: Requested \$2,000. The grant committee's recommendation is \$2,000.

Mrs. Penton-Jones asked for a motion to approve grant requests as slated.
Moved by Ms. Gamble, seconded by Mr. Thoren and carried without dissent to approve grant committee recommendations for all grant submissions.

NOTHING ADDITIONAL

VII. COMMUNICATIONS REPORTS:

A. Staff/Organizational Update

Mr. Hawley asked for further explanation about IRU. Visit Casper put in a bid to host the 2020 International Round Up event that includes 40 – 50 international tour operators in Casper for 3-4 days. Without partners, the cost for our organization would have been \$65,000. After meeting with partners and considering WOT's potential contribution, our exposure will be closer to \$10k. We'll know if we're the successful bidder in mid-November.

B. Communication Organization

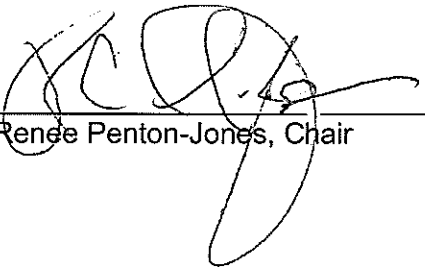
None

VIII. COUNCIL COMMENTS: After discussion, the Council agreed to keep the November meeting date as scheduled and to decide on the December meeting in November. It's the consensus of the Council they prefer to meet monthly.

IX. PUBLIC COMMENTS: None

X. UPCOMING MEETING DATE: The next Council meeting is Tuesday, November 27, 2018, and will convene at 11:30 a.m.

ADJOURNMENT: Ms. Penton-Jones made a motion to adjourn the public meeting at 1:17 p.m. Moved by Mr. Murphy, seconded by Mr. Hawley and carried without dissent to adjourn. Motion carried.



Rende Penton-Jones, Chair



Kevin Hawley, Secretary