

Natrona County Travel & Tourism Council

Visit Casper

PUBLIC MEETING MINUTES TUESDAY, SEPTEMBER 27, 2022 CASPER, WYOMING

I. **CALL TO ORDER**

Mr. Ruble called the public meeting of the Natrona County Travel and Tourism Council to order Tuesday, September 27, 2022, at 11:33 a.m. Roll call determined the presence of a quorum.

II. **ROLL CALL**

Present: Jim Ruble, Town of Evansville
Tiffany Gamble, Natrona County
Brad Murphy, Town of Bar Nunn
Renee Penton-Jones, Natrona County
Ken Thoren, Town of Edgerton
Mike Cevasco, Town of Midwest
Sabrina Kemper, City of Mills
Cole Montgomery, City of Casper

Also Present: Darren Rudloff, Interim CEO (Zoom)
Luke Gilliam, Business Development Manager
Amanda Sewell, Destinations Experience Coordinator
Angie Volzke, Creative Coordinator
Terri Weinhandl, Executive Assistant
Tia Troy, Lightning Bug Public Relations (Zoom)
Gena Jensen, NHTIC Foundation
Kyle Gamroth, Casper City Council
Justin Farley, Advance Casper

- III. Moved by Mrs. Penton-Jones, seconded by Mr. Montgomery, and carried without dissent to approve the consent agenda as presented. (Exhibit 1)

OLD BUSINESS

IV. **BOARD MEETING DATES**

The board was presented with proposed meeting dates for the remainder of 2022 and for 2023. The board will meet on December 13, 2022 for the months of November and December for the holiday season. Meeting dates for 2023 will be determined at the December 2022 meeting. (Exhibit 2)

NEW BUSINESS

V. **LIVABILITY**

Mr. Farley, CEO /President of Advance Casper presented the board with information on Livability Media. Livability Media is a content marketing program with the goal of addressing and promoting the most livable small and mid-size cities in the United States. They showcase the livelihood of cities, communities and regions through stories of what it is like to live there by attracting attention and emphasizing the good

qualities through their digital platform and yearly printed magazine solely about Casper. Mr. Farley said Advance Casper will promote the business perspective of Casper, and added it is imperative that tourism participate in the Livability marketing program.

Mr. Ruble asked Mr. Rudloff to take the lead with staff to make a decision on putting together an ad for the publication. (Exhibit 3)

VI. OFFICE LEASE RENEWAL

The office lease with Wold Bros. Inc., expires December 31, 2022. The board discussed negotiating for audio /video improvements by way of storage cabinets for the equipment in both meeting rooms, and Visit Casper window signage for the north and west windows of the office. The new lease will would be through December 31, 2025. Ms. Weinhandl will meet with the property manager to initiate the negotiation process. (Exhibit 4)

VII. FALL SUMMIT UPDATE

The Wyoming Hospitality & Travel Coalition (WHTC) will hold the 2022 Fall Hospitality and Tourism Summit in Casper. A welcome reception will take place at David Street Station the evening of October 19. Visit Casper board members and staff will be in attendance. Meetings will take place throughout the day on October 20. The summit will end with an evening reception and dinner with Governor Gordon at the Ramkota Hotel. Visit Casper will pay for staff and board members to attend this event.

VIII. CNFR ZARTICO DATA PRESENTATION

Mr. Gilliam presented data collected (based on the Ford Wyoming Center) during the College National Finals Rodeo (CNFR) from June 12-18, 2022. Zartico prepared the data with the objective to understand the impact of CNFR on Casper by looking at visitor /attendee numbers, origin, movement, and spending. (Exhibit 5)

IX. FORLANI MEDIA SITE VISIT

Ms. Sewell shared information of her meeting with Andrea Forlani, an Italian photo journalist of 20+ years for National Geographic. Mr. Forlani was in the United States through a Great American West-Italy partnership. His specific interests are native American culture and old west history. His planned itinerary includes local museums, the waterfall, Alcova, and Fremont Canyon. He expressed a positive community interaction in Casper.

COMMUNICATION REPORTS

X. STAFF REPORT

No comments.

XI. LIGHTNING BUG PUBLIC RELATIONS

Ms. Troy released information on the Indian relay races, Film Casper, the mural tour, and Casper as a great fall destination. Upcoming articles/releases will include the Beard & Moustache competition, 2023 CNFR, the LDS temple, and encouraging Wyoming residents to come and experience the fall season in Casper.

XII. SALES REPORT

Mr. Gilliam gave an update on the continuing relationships and ongoing discussions of upcoming events in Casper to include baseball, wrestling, basketball and sport stacking (cup stacking or speed stacking). The Beard & Mustache competition in November is going smooth as the Visit Casper team continues to engage with partners, sponsors and judges. This is lead season and Mr. Gilliam is busy making contacts for future shows and sports events with the potential of coming to Casper.

XIII. COUNCIL COMMENTS

Mrs. Penton-Jones encouraged board members to take yard signs for themselves or others in support of the Natrona County Lodging Tax that is on the November 8, 2022 ballot.

XIV. PUBLIC COMMENTS

Ms. Jensen from the NHTIC Foundation shared that things are slowing down from the busy summer and 20th Anniversary Celebration. Future events include Dave Munsick, and Holiday on the Homestead. The NHTIC does have a new director that will be arriving soon.

Mr. Gamroth shared that Chris Navarro's Wind Henge will not be erected at Fort Caspar. He is asking for feedback as to whether or not the community wants Wind Henge and suggestions on where to put it.

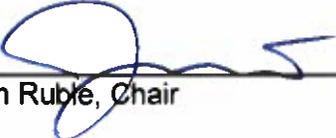
XV. NEXT MEETING: Tuesday, October 25, 2022

XVI. EXECUTIVE SESSION

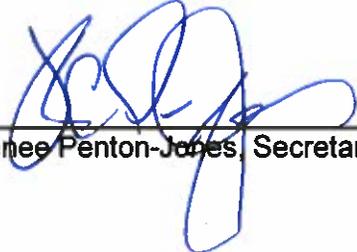
None.

XVII. ADJOURNMENT

Moved by Mrs. Gamble, seconded by Mrs. Penton-Jones, and carried without dissent to adjourn the board meeting at 12:48 p.m.



Jim Ruble, Chair



Renee Penton-Jones, Secretary