

Natrona County Travel & Tourism Council

Casper Area Convention & Visitors Bureau

**PUBLIC MEETING MINUTES
TUESDAY, SEPTEMBER 25, 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, September 25, 2018, at 11:37 a.m. at the Casper Area Convention and Visitors Bureau. 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

Excused: Ken Thoren, Town of Edgerton
Jim Ruble, Town of Evansville
Shawn Johnson, City of Casper
Erik Aune, Town of Mills

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

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

IV. TREASURER'S REPORT -- TIFFANY GAMBLE

Mrs. Gamble reviewed financial reports and checks for the CACVB and CSA ending August 31, 2018. Moved by Mr. Hawley, seconded by Ms. Peterson and carried without dissent to accept financial reports including CACVB checks 15709 – 15754 for a total of \$105,220.07 and CSA check 6219-6224 for a total of \$1,936.95. (Exhibit 2) (Exhibit 3)

V. OLD BUSINESS

A. VISIT CASPER PERCEPTION SCORES

Ms. Kaufman reviewed the perception score ratings with the board. Visit Casper rated well with all stakeholder groups surveyed. Ms. Kaufman is open to new ideas to drive board engagement. Mr. Murphy feels that the scores are very good. Mrs. Penton-Jones stated that the organization has had some growing pains and changes but that we have weathered them quite well. The board feels comfortable with the scores. Ms. Kaufman stated that scores will be tracked annually.

B. BOARD BIOS/PHOTOS

Ms. Kaufman reminded the board that bios need to be done by October 15th, 2018.

C. LODGING TAX RENEWAL CAMPAIGN/UPCOMING MEETINGS

Ms. Kaufman gave an update about her presentations to different groups around Natrona County. She feels they have gone very well. Mr. Monroe added that he felt the presentation was very well received at the Rotary.

VI. NEW BUSINESS

A. LODGING MARKET ANALYSIS

Ms. Kaufman informed the board that the results of the study should be in next week. She stated that 10 years ago, 16% of visitors to the area were leisure visitors. In 2018, that number increased to 27%. Ms. Penton-Jones said the numbers are higher than she expected and that is good news. Ms. Kaufman shared that the M & C and sports segments were flat and corporate/skilled worker was down.

B. YOUNG STRATEGIES IN-MARKET PRESENTATION

Ms. Kaufman informed the board that Berkley Young will be in town October 9th to present the results of the visitor profile study. The board presentation will be from 8:00am-10:00am and the partner presentation will be from 11:30am-1:30pm.

C. CNFR ECONOMIC IMPACT STUDY RESULTS

Ms. Kaufman gave the board a summary of the study. She asked Mrs. Penton-Jones or Mr. Murphy to update the board on the findings. Mr. Murphy stated that the study was eye opening for the Commissioners and City Manager. There are decisions that need to be made on how to grow and evolve the event. Mr. Murphy said he will be looking at other events around the state to see if there is a correlation with the economy and ticket sales. Ms. Kaufman noted that 18,000 tickets sold during the week and just over 6,700 were unique attendees. Mr. Murphy added that the potential is 5300 seats per set of events. If the event was selling out, there would be 35k tickets sold.

D. GRANT SUB COMMITTEE MEETING

Ms. Kaufman shared that grants are due by October 15th. The grant committee will remain the same as last year, consisting of Mrs. Gamble, Mrs. Penton-Jones, Ms. Peterson and Ms. Kaufman. Ms. Kaufman will get the grant submissions to the committee in October for recommendations.

***Additional:**

- a. Ms. Kaufman informed the board that the draft bill for Tourism Improvement District legislation is in the legislative services office for review. The head of Corporations – Representative Zwontizer, and Senator Anderson have agreed to champion the bill this session.

- b. Ms. Kaufman notified the board that in conjunction with Lightening Bug Communications, Visit Casper hosted media from The Drake, American Angler and Northwest Fly Fishing last weekend to reach new audiences and start building out our PR platform. We likely won't see the first articles hit until Spring 2019.
- c. Ms. Kaufman updated the board about employment liability insurance. The organization is covered under the business liability policy, Ms. Kaufman needs to verify how much.
- d. Christmas party – the Board gave a thumbs up to a murder mystery with ice skating and pictures by the tree in January 2019. Mikki Milosevic will work on scheduling and details.

A. Staff/Organizational Update
None

VII. COMMUNICATIONS REPORTS:

Community Liaison Reports: None

VIII. COUNCIL COMMENTS:

Mr. Hawley is trying to figure out how to run an ice-skating rink. The water will be poured first week of November. The Christmas tree will be in the middle of the splash pad.

Mrs. Penton-Jones mentioned that Mr. Tom Jones of the Fairgrounds is getting ready for industrial building improvements.

Mr. Murphy informed the board that Casper Events Center will be hosting the Bare-Knuckle Boxing World Championship November 9th. He also mentioned that on Nov. 7th there will be an open house for the new seats. Mrs. Gamble pointed out that signage at the Trails Center needs to be replaced. Ms. Kaufman said we are changing vendors and that the new sign will be installed the first week of October.


IX. PUBLIC COMMENTS: None

- X. **UPCOMING MEETING DATE:** The next Council meeting is Tuesday, October 23, 2018, and will convene at 11:30 a.m. at the Central Wyoming Fairgrounds.

ADJOURNMENT: Ms. Penton-Jones made a motion to adjourn the public meeting at 12:22 Moved by Mr. Hawley and seconded by Mrs. Gamble and carried without dissent to adjourn. Motion carried.



Renee Penton-Jones, Chair



Kevin Hawley, Secretary