

Natrona County Travel & Tourism Council

Casper Area Convention & Visitors Bureau

**PUBLIC MEETING MINUTES
FRIDAY, OCTOBER 18, 2019 ~ 11:30 AM
CASPER, WYOMING**

I. CALL TO ORDER

Mrs. Gamble called the public meeting of the Natrona County Travel & Tourism Council to order Friday, October 18, 2019, at 11:35 a.m. at the Casper Area Convention & Visitors Bureau. Roll call determined the presence of a quorum.

II. ROLL CALL

Present: Tiffany Gamble, Natrona County
Brad Murphy, Town of Bar Nunn
Renee Penton-Jones, Natrona County
Jim Ruble, Town of Evansville
Erik Aune, Town of Mills
Steve Freel, City of Casper
Kevin Hawley, City of Casper
Mike Cevasco, Town of Midwest

Excused: Ken Thoren, Town of Edgerton

Also Present: Brook Kaufman, CEO
Aubrey Valdez, Holiday Inn East
Tim Monroe
Laurie Morgan, Three Crowns
Matt Reams, Three Crowns
Justin Farley, CAEDA
Brendan LaChance, Oil City News

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

OLD BUSINESS

IV. BRAND LAUNCH PARTY – DECEMBER

Ms. Kaufman floated the idea of a holiday/brand party at the Nordic Ski Lodge in early December. More details will be confirmed when a date is secured with the County.

V. CNFR MARKETING UPDATE

Mrs. Penton-Jones updated the full board on the CNFR marketing committee meeting. The Event Center and Visit Casper met late last week to discuss new messaging, platforms and goals. The goal of this committee is to help drive awareness for the event and increase ticket sales.

NEW BUSINESS

I. TRANSPORTATION OPTIONS

Mr. Rudloff, the CEO of Visit Cheyenne, called in and shared the history of the trolley system in Cheyenne. Visit Cheyenne currently operates 4 trolleys that are available 7 days a week from May – September. The trolleys are used for conventions, charters and to provide community tours. Currently, ridership is around 22,000 annually and the split is 50/50 between tours and charter business. The transportation committee will meet in the next 30 days and Ms. Kaufman will reach out to Mr. Rudloff after the first of the year to see if he'd be interested in consulting on a pilot program.

II. MARKET SEGMENT UPDATE

In early 2019, the Natrona County Travel & Tourism Council made the strategic decision to move away from creating events which included the Cowboy State Games. In November, the National Congress of State Games awarded membership to the Gillette CVB in conjunction with TBH. Ms. Kaufman is working with Mrs. Silvernell, Executive Director of the Gillette-Wright Convention & Visitors Bureau, on the transition plan including owned assets. Ms. Kaufman anticipates the transition will be complete by the end of 2019.

III. SUB-COMMITTEE UPDATES

Ms. Kaufman shared she is still waiting on a proposal from Oxford Economics. There were no other updates.

IV. STAFF REPORTS

No questions. (Exhibit 2)

V. COMMUNITY ORGANIZATION

No questions.

VI. PUBLIC COMMENTS – NONE

Mr. Reams gave an update on Three Crowns and introduced their Event Coordinator Laurie Morgan. Mr. Monroe updated the Council on the AOPA fly-in and next steps.

VII. EXECUTIVE SESSION - NONE

VIII. NEXT COUNCIL MEETING: Tuesday, November 26, 2019.

IX. ADJOURNMENT: Moved by Mr. Murphy, seconded by Mr. Hawley and carried without dissent to adjourn the meeting at 1:00pm.



Tiffany Gamble, Chair



Kevin Hawley, Secretary