

Natrona County Travel & Tourism Council

Visit Casper

**PUBLIC MEETING MINUTES
TUESDAY, NOVEMBER 26, 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 Tuesday, November 26, at 11:29 a.m. at the Visit Casper office. 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

Excused: Ken Thoren, Town of Edgerton
Kevin Hawley, City of Casper
Mike Cevasco, Town of Midwest

Also Present: Brook Kaufman, CEO
Amanda Scherlin, Marketing Manager

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

OLD BUSINESS

IV. BRAND LAUNCH AND HOLIDAY PARTY

The board, staff and stakeholder holiday social and brand launch party will be held Tuesday, December 10, 2019, from 6:00 p.m. – 9:00 p.m. at the Hall on Ash. To RSVP contact Mikki Milosevic.

V. CNFR MARKETING UPDATE

Ms. Kaufman walked the board through the proposed marketing and sales plan for CNFR 2020. Natrona County, the City of Casper, the Economic Development Joint Powers Board and the Visit Casper Board have all agreed to re-up their contribution to the sales and marketing effort from last year. Ms. Kaufman will present the final plan to Roger Walters, NIRA Commissioner, on Monday, December 2, 2019, so he can present the plan to his full board at NFR December 5, 2019.

I. TRANSPORTATION UPDATE

Ms. Kaufman shared the proposal from Rudloff Solutions to help get the transportation pilot project off the ground in Summer 2020. Next steps are to meet with Mr. Hawley and Mr. Murphy to lock in scope and determine final fees. Ms. Kaufman will update the board on the final proposal and cost when available.

NEW BUSINESS

I. GRANT REVIEW

AMUSEMENT OPERATORS OF WYOMING: Requested \$2,000 for the State Dart Tournament, the Grant Committee recommended \$1,500. Moved by Mr. Ruble, seconded by Mr. Aune and carried without dissent to approve \$1,500. Motion carried.

AMUSEMENT OPERATORS OF WYOMING: Requested \$1,000 for the 8th Annual State 9-Ball Tournament, the Grant Committee recommended \$500. Moved by Mr. Aune, seconded by Mr. Ruble and carried without dissent to approve \$500. Motion carried.

AMUSEMENT OPERATORS OF WYOMING: Requested \$7,500 for the State Pool Tournament, the Grant Committee recommended \$5,000. Moved by Mrs. Penton-Jones, seconded by Mr. Freel and carried without dissent to approve \$5,000. Motion carried. Mr. Murphy abstained.

CASPER AMATEUR HOCKEY CLUB: Requested \$3,500 for the 2019-2020 CACH Season, the Grant Committee recommended \$2,500. Moved by Mr. Murphy, seconded by Mrs. Penton-Jones and carried without dissent to approve \$3,500. Motion carried.

CASPER STAMPEDE: Requested \$2,500 for the 3rd Annual Country Fling, the Grant Committee recommended \$0. There was no motion.

WYOMING AMATEUR WRESTLING ASSOCIATION: Requested \$15,000 for the Kids/Cadets/Women's Folkstyle, Freestyle and Greco Roman State Championships, the Grant Committee recommended \$12,000 per year upon signing a 3-year agreement with the Casper Event Center. Moved by Mrs. Gamble, seconded by Mrs. Penton-Jones and carried without dissent to allow Ms. Kaufman to help negotiate a 3-year agreement with the Events Center. If WAWA elects to pursue a 1-year agreement, the Council agrees to \$6,000. Motion carried. Mr. Murphy abstained.

CASPER MOUNTAIN BIATHLON CLUB: Requested \$6,690 for CMBC spring and summer events, the Grant Committee recommended \$5,000. Moved by Mr. Freel, seconded by Mr. Murphy and carried without dissent to approve \$6,690 with the stipulation Visit Casper can weigh in on logo specifications for the vehicle wrap. Motion carried. Mr. Ruble abstained.

PROUD TO HOST THE BEST: Requested \$20,000 additional funding for the Culminating State High School Tournaments, the Grant Committee recommended \$20,000. Moved by Mrs. Gamble, seconded by Mr. Freel and carried without dissent to approve \$20,000. Motion carried. Mrs. Penton-Jones abstained.

II. **GOVERNANCE TRAINING**

Due to weather, Mr. Brown from the Wyoming Association of Governmental Affairs Network will be in Casper to present governance training to the Council Tuesday, January 28, 2020.

III. **MARKETING UPDATE**

Mrs. Scherlin shared the marketing plan for the launch of The One & Only campaign and plans to expand Yellowstone marketing efforts. There were no questions.

IV. **SUB-COMMITTEE UPDATES**

The transportation committee will meet next week to review the proposal by Rudloff Solutions. Visit Casper is hosting advocacy training on Monday, December 9th from 10:00am – 12:00 p.m. at the Hilton Garden Inn in Casper. Ms. Kaufman shared that feedback surveys will be deployed to the board, elected, stakeholders, staff and residents in December.

V. **STAFF REPORTS**

No questions. (Exhibit 2)

VI. **COMMUNITY ORGANIZATION**

No questions.

VII. **PUBLIC COMMENTS – NONE**

VIII. **EXECUTIVE SESSION**

Moved by Mr. Murphy, seconded by Mr. Ruble and carried without dissent to move into Executive Session to discuss personnel at 12:58 p.m.

IX. **NEXT COUNCIL MEETING:** Tuesday, January 28, 2020.

X. **ADJOURNMENT:** Moved by Mr. Murphy, seconded by Mr. Ruble and carried without dissent to adjourn the meeting at 1:05 p.m. Motion carried.



Tiffany Gamble, Chair



Kevin Hawley, Secretary