

# Natrona County Travel & Tourism Council

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## Visit Casper

PUBLIC MEETING MINUTES  
TUESDAY, JANUARY 28, 2020 ~ 9:00 AM  
CASPER, WYOMING

I. **CALL TO ORDER**

Mr. Aune called the public meeting of the Natrona County Travel & Tourism Council to order Tuesday, January 28, 2020, at 9:00 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  
Kevin Hawley, City of Casper

Excused: Steve Freel, City of Casper  
Ken Thoren, Town of Edgerton  
Mike Cevasco, Town of Midwest

Also Present: Brook Kaufman, CEO  
Amanda Scherlin, Marketing Manager  
Luke Gilliam, Business Development Manager\*  
Mikki Milosevic, Dest. Services Coordinator\*  
Tia Troy, Lightning Bug Communications\*  
Tammi Chappell, Hampton Inn\*  
Aubrey Valdez, Clarion Inn\*  
Brendan LaChance, Oil City News\*  
Chris Brown, Wyoming Association of Gov't Affairs Network\*  
Brad Williams, Grooms and Harkins\*  
Rick Young, Fort Caspar Museum\*

*\* Was not present the entire meeting*

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

### BOARD TRAINING

Tia Troy with Lightning Bug Communications did a training on media relations with the Visit Casper board and staff.

### OLD BUSINESS

**GRANT REQUEST, WYOMING AMATEUR WRESTLING ASSOCIATION**

Ms. Kaufman updated the board on the status of the grant request from WAWA. She spoke with the association President; he will take our proposal back to his board for review/approval. He's also been in communication with Brad Murphy at the Casper Event Center. At the last meeting, the Visit Casper board proposed a \$12,000/year grant if they agree to sign a 3-year agreement with the Event Center to keep the event in Casper.

#### **TRANSPORTATION UPDATE**

Ms. Kaufman reminded the Board and the transportation committee that Mr. Rudloff will be in Casper Wednesday, February 5, 2020, to work through a proposed action plan for launching a transportation pilot program. In addition to meeting with staff and board, he and Ms. Kaufman will meet with the City and Wyoming Stage Lines to explore options.

### **NEW BUSINESS**

#### **2018 – 2019 AUDIT REVIEW**

Brad Williams with Grooms and Harkins was on site to answer questions about the 2018-2019 audit. The audit was clean, there were no findings identified in the management report. The board will be asked to approve and accept the audit at the February board meeting.

#### **FORT CASPAR MUSEUM EXPANSION**

Rick Young, the Executive Director of Fort Caspar Museum, spoke briefly about the proposed expansion project at Fort Caspar. They are in the early phases of fundraising and expect the project to cost \$1.25M. The City of Casper supports the project but has not committed funds.

#### **BOARD GOVERNANCE TRAINING**

Chris Brown, Executive Director of the Wyoming Association of Gov't Affairs Network was on site for board governance training. The training outlined the role statutes, the joint powers board agreement, bylaws and policies play in the oversight of Visit Casper.

#### **VISIT CASPER/NIRA CONTRACT**

Ms. Kaufman briefly discussed the proposed contract between NIRA and Visit Casper through 2022. There were no questions, terms stayed consistent with prior years. Moved by Renee Penton-Jones, seconded by Brad Murphy and carried without dissent to approve the contract as presented.

#### **STRATEGIC PLAN UPDATE**

Ms. Kaufman presented a proposal from Corragio to assist the board and staff with updating the strategic plan. The board unanimously agreed to move forward with scheduling.

**SUB-COMMITTEE UPDATES**

There was no update on I-25. The transportation committee will meet February 5, 2020, with Darren Rudloff. Ms. Kaufman will likely be in Cheyenne to testify on the statewide lodging tax in February. The resident survey will be launched January 29, 2020, we anticipate we'll have a report to share with the board at the February meeting. The board discussed having a nominating committee or something less formal to recruit new potential board members. The recommendation was made to consider having advisors. Ms. Kaufman will follow-up and ask each board member to submit names for future consideration.

**I. STAFF REPORTS**

No questions. (Exhibit 2)

**II. COMMUNITY ORGANIZATION**

No questions.

**III. PUBLIC COMMENTS – NONE**

**IV. EXECUTIVE SESSION – NONE**

**V. NEXT COUNCIL MEETING: Friday, February 28, 2020.**

**VI. ADJOURNMENT: Moved by Mr. Murphy, seconded by Mr. Hawley and carried without dissent to adjourn the meeting at 12:45 p.m. Motion carried.**

  
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Tiffany Gamble, Chair

  
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Kevin Hawley, Secretary