

# Natrona County Travel & Tourism Council

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## Casper Area Convention & Visitors Bureau

PUBLIC MEETING MINUTES  
TUESDAY, SEPTEMBER 24, 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, September 24, 2019, at 11:32 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  
Amanda Scherlin

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

### OLD BUSINESS

IV. **TOURISM IMPROVEMENT DISTRICTS**

Ms. Kaufman spoke with John Lambeth of Civitas to flush out who will be the contract holder in 2019/2020, Visit Casper or the Wyoming Travel Industry Coalition. Mr. Brown, the Executive Director, anticipates WTIC will be the contract holder. He's reaching out to WTIC members now to confirm financial support.

V. **CLARION TOUR DATES/OPEN HOUSE**

Visit Casper staff and board members have been invited to attend the Clarion's open house Wednesday, October 16, 2019, from 5:00pm – 7:00pm. Several board members are planning to attend; tours will be provided.

VI. **OXFORD ECONOMICS UPDATE**

Ms. Kaufman shared that Oxford Economics is still working on the I-25 research proposal. She anticipates she'll have something to share with the board in early October.

## **NEW BUSINESS**

### **I. AIR SERVICE UPDATE**

Glenn Januska, the General Manager of the Natrona County International Airport, gave the board an update on air service in the County. Enplanements are up, typically people who fly out of Casper are business travelers. There is nothing concrete about adding service, but both Delta and United have added additional capacity through slightly larger aircraft. There is also interest in adding a leisure market carrier. In regard to ticket prices, airlines will always charge what people are willing to pay. When asked what Visit Casper could do to help improve service, Mr. Januska said to continue providing letters of support and to let him know when expanded service is necessary for events.

### **II. MARKETING UPDATE**

Ms. Scherlin, Marketing Manager for Visit Casper, presented the new campaign that will roll out in the fall of 2019. In addition to a new positioning statement and copy, the campaign will be presented across multiple platforms including audio, video, digital and traditional media. Look for details on a brand launch event in the coming weeks.

### **III. 3X3 BASKETBALL TOURNAMENT**

Kim Dennis, owner of World Events, has expressed interest in returning to Casper in 2020 to produce the 3x3 Oil City Street Slam. After reviewing cost and operational requirements, the board has elected not to move forward with the event.

### **IV. CNFR FINANCIAL RE-ALLOCATION**

Ms. Kaufman asked the board for feedback on the direct sales effort to increase ticket sales at CNFR. Specifically, Ms. Kaufman wanted guidance on whether the board would like to facilitate that effort again or ask partners to re-allocate their financial commitments to try to drive sales in new ways. The next step will be a meeting with NIRA, members of the committee, the County, City, Events Center and Visit Casper. The sentiment of the board is that Visit Casper will continue to work diligently to retain and grow the event.

### **V. LEGISLATOR MEETINGS**

Ms. Kaufman will be scheduling legislative meetings in October/November to share industry priorities with Natrona County Legislators. Board members will be asked to participate.

### **VI. SUB-COMMITTEE UPDATES**

Ms. Kaufman updated the board previously on the status of I-25 research. She will also schedule a meeting with Mr. Murphy and Mr. Hawley to explore transportation. The advocacy group met in September, an outcome was a meeting with DDA and the Chamber on leveraging and combining resources. Mr. Ruble and Mr. Thoren have met to explore next steps on resident engagement and how to expand the reach of 5150 Local.

### **VII. STAFF REPORTS**

No questions. (Exhibit 8)

### **VIII. COMMUNITY ORGANIZATION**

Mr. Murphy mentioned that *We Will Rock You* tickets are available and to contact him if interested. Ms. Kaufman thanked the Ramkota hotel for their excellence in handling the Wyoming Association of County Officials convention.

- IX. **PUBLIC COMMENTS – NONE**
- X. **EXECUTIVE SESSION - NONE**
- XI. **NEXT COUNCIL MEETING:** Friday, October 18, 2019.
- XII. **ADJOURNMENT:** Moved by Mr. Hawley, seconded by Mr. Ruble and carried without dissent to adjourn the meeting at 1:15pm.

  
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Tiffany Gamble, Chair

  
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Kevin Hawley, Secretary