

Natrona County Travel & Tourism Council

Visit Casper

PUBLIC MEETING MINUTES WEDNESDAY, APRIL 30, 2025 – 11:30 a.m. CASPER, WYOMING

I. CALL TO ORDER

Mr. Montgomery called the public meeting of the Natrona County Travel and Tourism Council to order on Wednesday, April 30, 2025, at 11:45 a.m. Roll call determined the presence of a quorum.

II. ROLL CALL

Present: Ashley Aars, Town of Edgerton
Cole Montgomery, City of Casper
Dan Foote, Town of Bar Nunn
Mike Cevasco, Town of Midwest
Pat Sweeney, City of Casper
Renee Penton-Jones, Natrona County
Tiffany Gamble, Natrona County

Excused: Sabrina Kemper, City of Mills
Tassma Powers, Town of Evansville

Also Present: Annette Pitts, CEO
Terri Weinhandl, Operations Manager
Liz Bowers, Community Engagement Manager
Wayne Stewart, Director of Marketing & Communications
Syd Wallace, Creative Manager
Shelby Kraus, Business Sales Manager
Cait O'Neal, Sales Project Manager

Mr. Montgomery welcomed Ashley Aars as the new NCTTC board member for Edgerton. Board members introduced themselves.

III. CONSENT AGENDA

Mr. Montgomery asked for a motion to approve the April 30, 2025, consent Agenda, and the March 18, 2025, meeting minutes.

Moved by Mrs. Penton-Jones and seconded by Ms. Gamble, carried without dissent. (Exhibit 1)

IV. CEO REPORT

Ms. Pitts welcomed Ashley Aars as the new NCTTC board member for Edgerton.

Ms. Pitts discussed items from the CEO report:

- Roles and staffing

- Reconfigured staff and rolls starting April 1
 - New job descriptions
 - Performance evaluations will take place before end of fiscal year.
- Policy
 - A policy converting employee's vacation, sick and PTO time into one unified bank.
 - Monthly allocation for local mileage and cell phone reimbursement.
 - Standardize the organization's holiday schedule with the Joint Powers Boards.
 - Adding Aflac to the benefit package.
- Organization
 - Tempest – new Customer and Relationship Management (CRM) and website software
 - Datafy - new marketing platform
- Sales & Marketing
 - Interpreting data
 - Strategy & marketing
- Major projects
 - Preliminary 2025 budget amendment
 - Reallocating budget expenses and updated income and expense amounts
 - Proposed 2026 budget
 - Realign expense categories
 - Based on a 4% increase in lodging tax over 2024-2025
 - Destination Development Funds from WOT – projects must be tied to the strategic plan and cannot be paid with lodging tax funds
 - City of Casper - wayfinding signage
 - Natrona County – restore public viewing platform and parking area
 - David Street Station – ice chiller
 - Kiosks
 - Casper Stories
 - Indian Relay Races
- Bid & contract updates
 - WHSAA agreement
- Destination Marketing Fund
- National Travel & Tourism Week
- Sports Activities in Market
- National Historic Interpretive Trails Center
 - New MOU
- Natrona County Improvement Committee

- Professional Development
- Stakeholder engagement
(Exhibit 2)

V. **STAFF REPORTS – SALES & MARKETING**

Sales and Marketing staff gave highlights from the March 2025 scorecard.
(Exhibit 3)

VI. **COUNCIL COMMENTS**

Ms. Aars shared that Edgerton's 100th Anniversary celebration will take place this summer.

VII. **PUBLIC COMMENTS**

None.

VIII. **NEXT MEETING:** Tuesday, May 27, 2025, at 11:30 a.m.

IX. **EXECUTIVE SESSION**

None.

X. **ADJOURNMENT**

Mr. Montgomery asked for a motion to adjourn.

Moved by Ms. Aars, seconded by Mrs. Penton-Jones, carried without dissent to adjourn at 1:10 p.m.



Cole Montgomery, Chair



Renee Penton-Jones, Secretary