

Natrona County Travel & Tourism Council

Visit Casper

**PUBLIC MEETING MINUTES
FRIDAY, FEBRUARY 28, 2020 ~ 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, January 28, 2020, at 12:00 noon 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
Ken Thoren, Town of Edgerton
Erik Aune, Town of Mills
Kevin Hawley, City of Casper
Mike Cevasco, Town of Midwest

Excused: Steve Freel, City of Casper
Jim Ruble, Town of Evansville

Also Present: Brook Kaufman, CEO
Katie Moerke, Executive Assistant

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

OLD BUSINESS

2018 – 2019 AUDIT

Moved by Mrs. Penton-Jones, seconded by Mr. Murphy and carried without dissent to approve the 2018-2019 Audit as presented by Grooms and Harkins.

CORAGGIO GROUP

Ms. Kaufman reminded the Board that Coraggio Group will be in Casper Wednesday, May 6th from 8:00 a.m. – 12 noon to meet with the board and staff and update the strategic plan. Location is TBD.

NEW BUSINESS

RESIDENT SURVEY RESULTS

For the third year in a row, Visit Casper engaged Adbay to deploy a resident sentiment survey. Seventy-five percent of respondents said their opinion of Casper was favorable or extremely favorable, down slightly from 2018. When asked what should be promoted when presenting culture to visitors, top categories continue to be outdoor recreation, history and fishing. (Exhibit 2)

TRANSPORTATION OPTIONS

Darren Rudloff, CEO of Rudloff Solutions, was in Casper in February to help determine and analyze transportation options for a Summer 2020 pilot program. The board gave Ms. Kaufman a thumbs up to continue discussions with the City of Casper.

LEGISLATIVE UPDATE

A majority of the board was present during the Senate debate of HB 134. The statewide lodging tax ultimately passed out of the Senate 16-13-1. There are minor tweaks to be made between the two chambers then the bill will be signed by the Governor. The tax will take effect January 1, 2021.

COMMUNICATION REPORTS

SUB-COMMITTEE UPDATES

Ms. Kaufman is waiting on a proposal from Oxford Economic for an I-25 impact study. There were no further updates to transportation, advocacy or resident engagement. There will be more activity under board/staff development as we approach National Travel and Tourism Week May 3 – 9, 2020.

I. STAFF REPORTS

No questions. (Exhibit 3)

II. COMMUNITY ORGANIZATION

Mrs. Penton-Jones updated the board on Proud to Host the Best. Ms. Kaufman is working with the group to collect data that highlights the economic impact of the tournaments. Ms. Kaufman will work with their committee to present to partners in hopes sustainable funding can be secured.

Mr. Cervasco asked about Visit Casper's plan to navigate the impact of the coronavirus. Currently, national travel associations predict inbound travel from China will be down 25% which could impact trips to Yellowstone National Park. Ms. Kaufman is implementing industry best practices and is communicating regularly with the Casper/Natrona County Department of Health.

III. PUBLIC COMMENTS – NONE

IV. EXECUTIVE SESSION – NONE

- V. **NEXT COUNCIL MEETING:** Tuesday, March 24, 2020 and Friday, May 1, 2020.
- VI. **ADJOURNMENT:** Moved by Mr. Hawley, seconded by Mr. Aune and carried without dissent to adjourn the meeting at 12:57 p.m. Motion carried.



Tiffany Gamble, Chair



Kevin Hawley, Secretary