

# Natrona County Travel & Tourism Council

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## Visit Casper

PUBLIC MEETING MINUTES  
TUESDAY, MARCH 24, 2020 ~ 11:30 PM  
CASPER, WYOMING

I. **CALL TO ORDER**

Ms. Gamble called the public meeting of the Natrona County Travel & Tourism Council to order Tuesday, March 24, 2020, at 11:30 p.m. via Zoom. Roll call determined the presence of a quorum.

II. **ROLL CALL**

Present: Tiffany Gamble, Natrona County  
Renee Penton-Jones, Natrona County  
Brad Murphy, Town of Bar Nunn  
Erik Aune, Town of Mills  
Kevin Hawley, City of Casper  
Jim Ruble, Town of Evansville

Absent: Steve Freel, City of Casper  
Ken Thoren, Town of Edgerton  
Michael Cevasco, Town of Midwest

Also Present: Brook Kaufman, CEO  
Luke Gilliam, Business Development Manager  
Amanda Scherlin, Marketing Manager  
Katie Moerke, Executive Assistant  
Mikki Milosevic, Destination Service Coordinator  
Wayne Stewart, Content Marketing Coordinator

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

### OLD BUSINESS

IV. **TRANSPORTATION OPTIONS**

Ms. Kaufman updated the board on the discussion she had with Liz Becker (City of Casper) re: lease vs. buy options. Ms. Kaufman has requested the City explore maintaining ownership, insurance and storage. Options are still being vetted.

V. **UPCOMING DATES:**

Ms. Kaufman informed the Board that IRU has been postponed to March 20-24, 2021. The Wyoming Office of Tourism did a tremendous job helping secure Casper as the host destination for next year.

Ms. Kaufman asked if there was any objection to moving the next Board meeting from Friday, May 1<sup>st</sup> to Tuesday, April 28, 2020. There was no objection. Ms. Kaufman said

she would check the schedule and get back to everyone regarding the next Board meeting date.

Ms. Kaufman updated the board regarding the scheduled meeting with Corraggio Group to update the current strategic plan. The meeting has been put on hold considering the current circumstances. Coraggio offered to pivot the scope of work and help Visit Casper implement a disaster recovery plan as we recover from the impact of COVID-19. Mr. Aune questioned if Coraggio has direct experience with disaster recovery. Ms. Kaufman said she would ask and circle back with the executive committee.

Ms. Kaufman asked Mrs. Penton-Jones what she thought about pulling the National Travel and Tourism lunch scheduled at the Ramkota for May 7, 2020 at 11:30am. Mrs. Penton-Jones said that it was up to Ms. Kaufman, although they do not see it as an option at this time due to the restrictions on gatherings of no more than 10 people.

Ms. Kaufman addressed the CNFR Hospitality Night at the Casper Event Center on June 18, 2020. As of right now there are no changes. Ms. Kaufman informed the Board that AOPA has moved their event to June 18 and 19, 2021.

## **NEW BUSINESS**

### **VI. BUSINESS CONTINUITY PLAN**

Ms. Kaufman reviewed how hoteliers are being affected by the pandemic. Most hotels are at a seeing a 14-61% occupancy rate. The average is around 25%.

Ms. Kaufman reassured the Board that the organization's cash position is strong. If occupancy stays between 20 – 25%, lodging tax collections will cover most or all of hard costs. We will know more about the impact when lodging tax collections are released. In looking ahead to next year, Ms. Kaufman anticipates the budget will reflect a 30% decrease. Experts are predicting a soft summer season and an uptick in travel in early fall.

### **VII. 2020-2021 BUDGET + PROJECTION**

Mrs. Gamble opened it up to board members to share the impact of COVID-19 on their business/industry. She, Mrs. Penton-Jones, Mr. Hawley, Mr. Ruble and Mr. Aune all gave an update.

Ms. Kaufman shared what the organization is doing to support the local industry and our community during this time. Visit Casper recently launched Cowboy Curbside and the Hospitality Job Board as resources. Other initiatives are under consideration. Both pages are seeing strong traffic.

## **COMMUNICATION REPORTS**

### **VIII. SUB-COMMITTEE UPDATES**

No Comments.

IX. **STAFF REPORTS.**

No questions. (Exhibit 3)

X. **COMMUNITY/ORGANIZATION**

No Comments.

XI. **COUNCIL COMMENTS**

No Comments.

XII. **PUBLIC COMMENTS**

None.

XIII. **EXECUTIVE SESSION – NONE**

XIV. **NEXT COUNCIL MEETING:** Either Tuesday, April 28, 2020 or May 1, 2020. TBD

XV. **ADJOURNMENT:** Moved by Mrs. Penton-Jones, seconded by Mr. Murphy and carried without dissent to adjourn the meeting at 12:03 p.m. Motion carried.

  
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Tiffany Gamble, Chair

  
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Kevin Hawley, Secretary