

Natrona County Travel & Tourism Council

Visit Casper

**PUBLIC MEETING MINUTES
TUESDAY, JUNE 23, 2020 ~ 11:30 PM
CASPER, WYOMING**

I. CALL TO ORDER

Mrs. Gamble called the public meeting of the Natrona County Travel & Tourism Council to order Tuesday, June 23, 2020, at 11:43 p.m. at the Visit Casper office. Roll call determined the presence of a quorum.

II. ROLL CALL

Present: Tiffany Gamble, Natrona County
Renee Penton-Jones, Natrona County
Steve Freel, City of Casper*
Erik Aune, Town of Mills
Michael Cevasco, Town of Midwest
Brad Murphy, Town of Bar Nunn*
*Entered the meeting late

Excused: Jim Ruble, Town of Evansville
Kevin Hawley, City of Casper
Ken Thoren, Town of Edgerton

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

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

OLD BUSINESS

IV. 2019-2020 AMENDED BUDGET

Ms. Kaufman presented the board with the amended 2019-2020 budget. She explained the increase and decrease for each category/department. Overall, revenue was higher than anticipated due to an increase in both occupancy and average daily rate. The motion to amend the 2019-2020 budget was moved by Mrs. Penton-Jones, seconded by Mr. Cevasco and passed unanimously. (Exhibit 2)

V. 2020-2021 BUDGET REVIEW

Ms. Kaufman informed the board that several conventions planning to come to Casper prior to the COVID-19 pandemic are requesting funds to close the gap on increased venue costs. Mr. Aune questioned what would be their [conference organizers] other options? Mrs. Penton-Jones stated that if we do not help, the conventions will either

move to a different location or cancel. She said we need to retain as much business as possible and consider funding on a case-by-case scenario.

NEW BUSINESS

VI. 2020-2021 GRANTS

To better control costs next fiscal year, Ms. Kaufman shared a list of grantees for the board's consideration in fiscal 2020-2021. No action was taken. (Exhibit 3)

VIX. NOMINATING COMMITTEE

Ms. Kaufman invited anyone who would be interested in the Nominating or Marketing Committee to get involved. She will email the full board a reminder following the board meeting.

COMMUNICATION REPORTS

VII. STAFF REPORTS.

Mr. Aune questioned if there are meetings in the works. Mr. Gilliam responded to the activity he has been involved in, including cold calls to Visit Casper's existing database. The feedback to the direct sales effort so far has been positive. Ms. Kaufman shared that Casper/Natrona County Health Department will play a critical role in pursuing/securing future events.

Marketing Manager Amanda Scherlin gave an update on the Yellowstone Campaign and the Visiting Friends and Relatives initiative. She also walked the board through the marketing calendar for the rest of 2020. The Marketing Committee will be asked to meet every other month, so the board is more involved in the effort.

VIII. COMMUNITY/ORGANIZATION

No questions.

IX. COUNCIL COMMENTS

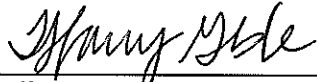
Mrs. Penton-Jones informed the Board of an increase in revenue compared to April 2020. Most travelers are for leisure or working locally. Mr. Murphy shared how the Events Center is working with the Health Department on bringing events in like youth wrestling and jiu-jitsu tournaments. He said things are starting to pick up.

X. PUBLIC COMMENTS

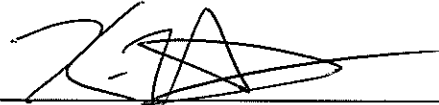
None.

XI. EXECUTIVE SESSION: Mrs. Penton Jones made the motion to adjourn the regular meeting and move to executive session at 12:37 p.m. to discuss personnel. The motion was seconded by Mr. Murphy and passed unanimously.

XII. **NEXT COUNCIL MEETING:** Tuesday, July 21, 2020. Location: Visit Casper Office



Tiffany Gamble, Chair



Kevin Hawley, Secretary