

Natrona County Travel & Tourism Council

Visit Casper

PUBLIC MEETING MINUTES
TUESDAY, JULY 21, 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, July 21, 2020, at 11:37 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
Kevin Hawley, City of Casper, *via telephone*

Excused: Jim Ruble, Town of Evansville
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

** Entered the meeting late*

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

IV. **ANNUAL MEETING/BUDET HEARING**

ELECTION OF OFFICERS: Ms. Kaufman offered a slate of candidates and asked if there were further nominations from the floor, there were none. Moved by Mr. Cevasco, seconded by Mrs. Penton-Jones and carried without dissent to accept the Nominating Committee's slate of candidates and elect Tiffany Gamble as Chair, Renee Penton-Jones as Vice Chair, Kevin Hawley as Secretary and Brad Murphy as Treasurer. (Exhibit 2)

SIGNATURE RESOLUTION: There was a discussion of authorized signatures on the checking accounts. Currently, two signers are required on checking accounts and authorized signatories are Council officers and the Visit Casper CEO. Moved by Mr. Cevasco, seconded by Mr. Freel and carried without dissent to require two signatures and to authorize current officers and the CEO as signatories on checking accounts. (Exhibit 3)

DEPOSITORY RESOLUTION: There was a discussion of fund depositories. Moved by Mr. Cevalasco, seconded by Mrs. Penton Jones and carried without dissent to approve First Interstate Bank and Wyoming Government Investment Fund as depositories of the Natrona County Travel & Tourism Council. (Exhibit 4)

2020/2021 BUDGET APPROVAL: The Natrona County Travel and Tourism Council, a Joint Powers Board, was formed to provide for the promotion of travel and tourism within Natrona County and to administer for that purpose, the expenditure and distribution of lodging tax revenues. The proposed budget is based on the best financial information available at this time. The 2020/2021 proposed budget is based on anticipated funds available in the amount of \$1,257,177.70 from four percent (4%) tax on overnight accommodations (lodging tax). Expenditures totaling \$1,247,177.70 are focused on generating economic impact and overnight stays. The notice of Public Hearing and the proposed 2020/2021 budget were reviewed. Chair Gamble asked if there were any Council comments, there were none.

Moved by Mr. Cevalasco, seconded by Mrs. Penton-Jones and carried without dissent to approve the 2020/2021 budget as presented. (Exhibit 5)

OLD BUSINESS

V. 2019-2020 AUDIT

Ms. Kaufman stated the Board should have received a letter from Porter Muirhead Cornia, and Howard regarding the 2019 audit. They will be on site the end of August through the first week of September.

VI. MARKETING COMMITTEE UPDATE/FUTURE MARKETING PLANS

Mrs. Gamble gave an update on developments from the most recent Marketing Committee meeting. Mrs. Scherlin then went into more detail about current campaigns including Visit Me, Road Trip to Yellowstone and the One & Only. Yellowstone is performing well above expectations. The "Visit Me in Casper" post card campaign that invites friends and family to visit has had a solid response with a lot of pick up in local media. She also shared that website traffic is up year over year by just over 1%. Mr. Stewart then presented on Visit Casper's new asset management vendor and how partners can access photos on the site. It will be required to credit Visit Casper as the source. The Marketing Committee will meet every other month and update the full Board at the following meeting.

NEW BUSINESS

VII. CONFLICT OF INTEREST STATEMENT

Ms. Kaufman distributed Conflict of Interest Statements to each board member. Signed statements are required by Visit Casper annually.

COMMUNICATION REPORTS

VIII. **STAFF REPORTS.**

Mrs. Gamble asked about getting a copy of the SFA study. Ms. Kaufman will follow-up by the end of the week.

IX. **COMMUNITY/ORGANIZATION**

No questions.

X. **COUNCIL COMMENTS**

Mr. Freel shared that real estate is busy. Many people are wanting to move to smaller towns. He also asked about occupancy. Ms. Kaufman replied that as of right now it is at 49% and ADR is above \$80. Mr. Aune stated that many people are engaging in outdoor activities and purchasing RV's, bicycles, kayaks, etc. Mr. Murphy said this will be the first weekend the Casper Events Center will open its doors since March 2020.

XI. **PUBLIC COMMENTS**

None.

XII. **EXECUTIVE SESSION:**

None.

XIII. **NEXT COUNCIL MEETING:** Tuesday, August 25, 2020. Location: Visit Casper Office

XIV. **ADJOURNMENT:** Moved by Mr. Cervasco, seconded by Mr. Murphy and carried without dissent to adjourn the meeting at 12:16 p.m. Motion carried.



Tiffany Gamble, Chair



Kevin Hawley, Secretary