

# Natrona County Travel & Tourism Council

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## Visit Casper

PUBLIC MEETING MINUTES  
TUESDAY, SEPTEMBER 22, 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, September 22, 2020, at 11:31 a.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  
Jim Ruble, Town of Evansville  
Erik Aune, Town of Mills  
Michael Cevasco, Town of Midwest\*  
Steve Freel, City of Casper  
Brad Murphy, Town of Bar Nunn  
\*Entered the meeting late

Excused:

Kevin Hawley, City of Casper  
Ken Thoren, Town of Edgerton

Also Present: Brook Kaufman, CEO  
Luke Gilliam, Business Development Manager  
Amanda Scherlin, Marketing Manager  
Mikki Milosevic, Destination Services Coordinator

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

## OLD BUSINESS

IV. **CARES MARKETING UPDATE**

Ms. Kaufman updated the Board on the CARES funding Natrona County Travel & Tourism Council received from the state. Ms. Kaufman shared that Visit Casper will be tracking the money separately in the financials so as not to influence future budgets. She informed the board that \$375,000 has been allocated to-date. Visit Casper is eligible to receive another \$86,000 in round three of the distribution.

V. **LEGISLATIVE BRIEFING EVENT**

Ms. Kaufman asked if the Board had anything they would like to have highlighted at the event. Mr. Murphy asked that upcoming CEC events be mentioned as well as the fact that their venue is one of only three Spectra facilities open in the US right now. Mr.

Freel asked if it was possible to know where visitors come from. Ms. Kaufman walked through the information SeeSource can provide including general demographics and visitation by pre-identified points of interest.

## **NEW BUSINESS**

### **VI. FINANCIAL POLICIES**

Ms. Kaufman shared that she and Mr. Ruble met to review the current financial policies of the NCT&TC. Mr. Ruble then outlined the recommended changes for consideration including: 1) Change retain to review regarding canceled checks; 2) Use the average of the prior two years budgets to determine the current budget; 3) Adding a requirement that the board will review these policies within 60 days of any changes to the lodging tax statutes; and 4) That four percent of revenue be placed in retained earnings as a safeguard for future years. There were no changes. Ms. Kaufman will have an updated financial policies document for the board's approval at the October 2020 meeting. (Exhibit 2)

### **VIX. AGENCY COLLABORATION**

The Visit Casper board has expressed interest in finding strategic ways to collaborate with other agencies in the community. What that looks like is still to be determined. Ms. Kaufman will continue outreach efforts to explore opportunities. She will keep the board informed of developments.

## **COMMUNICATION REPORTS**

### **VII. STAFF REPORTS**

No questions. (Exhibit 4)

### **VIII. COMMUNITY/ORGANIZATION**

No questions.

### **IX. COUNCIL COMMENTS**

Mr. Aune asked that we investigate changing banks due to a statement that First Interstate sent to their customers suggesting they not travel.

Mr. Murphy asked for assistance in getting the word out about the PBR rodeo that will be in town later this month.

Mrs. Penton-Jones informed the Board that the Indian Relay event at CWFR was a success. Ms. Gamble added that she was at the event and found it interesting that majority of the people at the event were not from Casper.

### **X. PUBLIC COMMENTS**

None.

XI. EXECUTIVE SESSION:

Mr. Aune made a motion to move into executive session at 12:39 for the purpose of personnel. The motion was seconded by Mrs. Jones and passed unanimously.

XII. NEXT COUNCIL MEETING: Tuesday, October 27, 2020. Location: Visit Casper Office

XIII. ADJOURNMENT: Moved by Mr. Ruble, seconded by Mr. Murphy and carried without dissent to adjourn the meeting at 12:43 p.m. Motion carried.

  
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Tiffany Gamble, Chair

  
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Kevin Hawley, Secretary