

Natrona County Travel & Tourism Council

Casper Area Convention & Visitors Bureau

PUBLIC MEETING MINUTES
TUESDAY, JUNE 19, 2018 ~ 11:30 AM
CASPER, WYOMING

I. **CALL TO ORDER**

Chair Renee Penton-Jones called the public meeting of the Natrona County Travel & Tourism Council to order Tuesday, June 19, 2018, at 11:32 a.m. at the Casper Area Convention and Visitors Bureau. Roll call determined the presence of a quorum.

II. **ROLL CALL**

Present: Renee Penton-Jones, Natrona County
Erik Aune, Town of Mills
Ken Thoren, Town of Edgerton
Brad Murphy, Town of Bar Nunn
Tiffany Gamble, Natrona County
Debbie Peterson, Town of Midwest
Kevin Hawley, City of Casper

Excused: Jim Ruble, Town of Evansville
Shawn Johnson, City of Casper

Also Present: Brook Kaufman, CEO
Mikki Milosevic, Administrative Assistant
Karin East, DOS Ramkota

III. Moved by Mrs. Gamble, seconded by Ms. Peterson and carried without dissent to approve the consent agenda as presented. (Exhibit 1)

IV. **TREASURER'S REPORT -- TIFFANY GAMBLE**

Mrs. Gamble reviewed financial reports and checks for the CACVB and CSA ending May 31, 2018. Moved by Mr. Hawley, seconded by Mr. Thoren and carried without dissent to accept financial reports including CACVB checks 15567-15604 for a total of \$197,763.03 and CSA checks 6171-6183 for \$18,496.94. (Exhibit 2) (Exhibit 3)

V. **OLD BUSINESS**

2018/2019 FISCAL YEAR BUDGET REVIEW:

Ms. Kaufman informed the board the organization is below the 90% threshold outlined in state statute regarding tourism promotion. New computers/monitors have been purchased. She also explained the organization will be moving away from an agency of record but that we are entertaining a retainer contract with Adbay. Ms. Kaufman also reviewed the budget for next fiscal year. The budget will be discussed and approved at the July 17th annual meeting.

2018/2019 FISCAL YEAR BUDGET AMENDMENTS:

Ms. Kaufman informed the board that she has been working with Skogen, Cometto and Associates to ensure the organization spends no less than 90% and up to 100% of collections in fiscal 2017 2018. The unknown is the amount of the June lodging tax check. To fall within statute, Ms. Kaufman recommended the board grant the Casper Sports Alliance \$103,106 for sales and marketing. The organization has also requested bids for a new vehicle to replace the 2012 Jeep Grand Cherokee. Mr. Thoren asked for more detail about the research budget, the money has been invested in a strategic plan, a market demand study, a visitor profile study and an economic impact study for CNFR. Mr. Hawley asked if awarding a grant to CSA would be allowed. Ms. Kaufman has vetted the grant through the accountant and the attorney. Chair Renee Penton-Jones opened the floor for public comments on the amended budget. There were none. Moved by Mrs. Gamble, seconded by Mr. Murphy and carried without dissent to approve the 2017 2018 amended budget.

Moved by Mr. Aune, seconded by Mr. Thoren and carried without dissent to approve writing as many checks as possible though June 30, 2018.

CNFR ECONOMIC IMPACT STUDY:

Ms. Kaufman informed the board that the study is taking place immediately post CNFR and that results should be in near the end of July or early August.

VI. NEW BUSINESS

GUBERNATORIAL PANEL: Ms. Kaufman informed the board that the Panel will be on June 28th from 11:30am – 1:00pm at the Nicolaysen Art Museum and that she would appreciate if they were available to attend.

5150 LOCAL CREATIVE – The board unanimously gave a thumb up to go ahead with the 5150 Local brand and launch.

HVS MARKET DEMAND STUDY – Ms. Kaufman informed the board we have received the results of the HVS Market Demand Study. The next step is to get the study into as many owner/gm/developer hands as possible. Ms. Kaufman and Mr. Hauck will meet with hoteliers the week of June 25th to share the information. Mrs. Penton-Jones agreed we need to be proactive and share the results of the study.

FISH CASPER: Ms. Kaufman shared that the organization has signed a PR contract with Lightning Bug PR from Cheyenne to develop an earned media strategy around fishing. Influencers and media will be in market up to four times in fiscal 2018 2019 to position the asset/opportunity to new audiences.

SLATE OF OFFICERS: Ms. Kaufman proposed that the officers remain the same for the upcoming fiscal year to give the organization additional stability. There has been a great deal of turnover on the board in the last few years and it's important to build some depth so others will be prepared to step in. The board will vote on this at the July meeting.

OUTSTANDING GRANTS: Ms. Kaufman noted that the only grant that is outstanding is the CSA grant that was approved as part of the budget amendment.

NOTHING ADDITIONAL

VII. COMMUNICATIONS REPORTS:

Staff Reports: Mrs. Gamble inquired about Ryan Hauck's report on the Wyoming Outdoor Expo and wanted to know if Visit Casper thought it was successful and if it was too much for the staff. Ms. Kaufman explained that it was a big role for Visit Casper and that there was a gap between the original vision of the show and what was executed. Ms. Kaufman feels our involvement with the expo will be less going forward.

Ms. Kaufman asked the board if they would like to continue to meet monthly or go back to meeting 6x year. The board unanimously agreed they would like to meet monthly.

Community Liaison Reports: None

VIII. COUNCIL COMMENTS: Mr. Aune asked Mr. Hawley about the fishing festival. Mr. Hawley explained that his staff is working on it and that it will be a good event that they hope will be recurring every year.

IX. PUBLIC COMMENTS: Ms. Karin East of the Ramkota Hotel had concerns about where we are with sports and events. She feels that the events are not producing as much as expected and that they are not putting heads in beds. Ms. East thinks that the Casper Sports Alliance should be focusing more on youth tournaments that bring in the public. Mr. Hawley stated that the CSA needs to grow and that they should be going after the not traditional as well as traditional markets. Ms. East noted that lodging tax dollars are funding the CSA and that the hotels need to see a return. Ms. Penton-Jones suggested to speak about this at the next Casper Sports Alliance Board Meeting. Mr. Murphy suggested Ms. East be present at this meeting to see what can be done.

X. UPCOMING MEETING DATE: The next Council meeting is Tuesday, July 17, 2018, and will convene at 11:30 a.m. at the Visit Casper office.

ADJOURNMENT: Moved by Ms. Gamble, seconded by Mr. Thoren and carried without dissent to adjourn. Motion carried.



Renee Penton-Jones, Chair



Kevin Hawley, Secretary