

Natrona County Travel & Tourism Council

Casper Area Convention & Visitors Bureau

PUBLIC MEETING MINUTES
TUESDAY, MAY 22, 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, May 22, 2018, at 11:36 a.m. at the Casper Area Convention & 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

Excused: Jim Ruble, Town of Evansville, *Excused*
Debbie Peterson, Town of Midwest
Kevin Hawley, City of Casper, *Excused*
Shawn Johnson, City of Casper

Also Present: Brook Kaufman, CEO
Mikki Milosevic, Administrative Assistant
Tim Monroe, Wyoming Business Report

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

IV. Moved by Mr. Aune, seconded by Mrs. Gamble and carried without dissent to approve the April 2018 minutes as presented. (Exhibit 2)

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

Mrs. Gamble reviewed financial reports and checks for the CACVB and CSA ending April 30, 2018. Moved by Mr. Murphy, seconded by Mrs. Gamble and carried without dissent to accept financial reports including CACVB checks 15539-15566 for a total of \$120,082.40 and CSA checks 6161-6170 for \$161,232.09. (Exhibit 3 and 4)

VI. **OLD BUSINESS**

2018/2019 FISCAL YEAR BUDGET REVIEW:

Ms. Kaufman walked the Board through a year-to-date balance sheet and P & L. Currently, the organization is at 82.2% of budgeted expenses and 99% of budgeted lodging tax revenue. State statute requires the organization spend a minimum of 90% and up to 100% of collections on tourism promotion. Large expenditures through the end of the fiscal year include the CNFR Economic Impact Study, the Young Strategies Visitor Profile Study, a grant to CNFR and a grant to the Casper Sports Alliance. The

board also discussed wrapping the Bureau's vehicle or submitting a request for proposal for bids on a new vehicle. The board gave thumbs up that the budget reviewed would be one they could vote in support of at the next meeting.

VII. NEW BUSINESS

LODGING TAX RENEWAL: Ms. Kaufman informed the board that a local political action committee, Citizens for the Lodging Tax, has been resurrected and the paperwork has been filed with the County. Trent Tatum is Chair of the PAC, Cheryl Howard is the Treasurer. The PAC was created to raise funds and awareness for the 4% lodging tax proposition that will be on the ballot in Natrona County in November.

CNFR UPDATE/EVENTS – Ms. Kaufman shared that CNFR will be recognized during intermission of the Chancey Williams show at NIC FEST Saturday night, June 9th at 8:00 p.m. Dave Parks, head of the local CNFR committee, will ask the National Faculty and Student President, as well as Roger Walters, to come on stage. Afterwards, NIRA will introduce Cinch who is recognizing student athletes and coaches. Dean Runyan and Associates is close to completing the survey that will be used to collect economic data, and Ryan Hauck has been working with the Wyoming Office of Tourism on a FAM during CNFR week. Visit Casper is hosting a hospitality night at the Casper Events Center Thursday, June 14, 2018, from 6pm – until the end of the rodeo. The event celebrates the power of tourism and the 20-Year Anniversary of CNFR in Casper.

WLRA POLITICAL ACTION COMMITTEE: Wyoming Lodging and Restaurant Association is fundraising to support local and state political candidates. The association's goal is to raise \$20k+. To donate, contact Chris Brown at chris@wra.org.

NOTHING ADDITIONAL

VIII. COMMUNICATIONS REPORTS:

Staff Reports: None
Community Liaison Reports: None

IX. **COUNCIL COMMENTS:** Ms. Kaufman asked Mr. Aune what kind of involvement he wants from Visit Casper for the Fishing Festival. Mr. Aune suggested some key people for her to speak with. Ms. Kaufman suggested a potential influencer tour around this event. Mr. Aune will send more information.

X. **PUBLIC COMMENTS:** None

XI. **UPCOMING MEETING DATE:** The next Council meeting is Tuesday, June 19, 2018, and will convene at 11:30 a.m. at the Visit Casper office.

ADJOURNMENT: Mrs. Gamble made a motion to adjourn the public meeting at 12:51 p.m., seconded by Mr. Thoren and carried without dissent. Motion carried.


Renee Penton-Jones, Chair


Kevin Hawley, Secretary