

Natrona County Travel & Tourism Council

Visit Casper

PUBLIC MEETING MINUTES TUESDAY, APRIL 21, 2026 – 11:30 a.m. CASPER, WYOMING

I. **CALL TO ORDER**

Presiding officer (Board Chair) Cole Montgomery called the regular meeting of the Natrona County Travel and Tourism Council to order Tuesday, April 21, 2026, at 11:39 a.m. with Tassma Powers present as Secretary. Roll call determined the presence of a quorum.

II. **ROLL CALL**

Present: Ashley Aars, Town of Edgerton
Cole Montgomery, City of Casper
Dan Foote, Town of Bar Nunn
Gena Jensen, City of Casper (Alternate)
Renee Penton-Jones, Natrona County
Tassma Powers, Town of Bar Nunn
Tiffany Gamble, Natrona County

Excused: Mike Cevasco, Town of Midwest
Morgan Covert, City of Mills
Pat Sweeney, City of Casper

Also Present: Annette Pitts, CEO
Terri Weinhandl, Operations Manager
Liz Bowers, Community Engagement Manager
Wayne Stewart, Director of Marketing & Communications
Syd Wallace, Creative Manager
Cait O'Neal, Meetings & Conference Sales Manager
Glenn Gardner, Wyoming Office of Tourism

III. **APPROVAL OF AGENDA**

Mr. Montgomery asked for a motion to approve the April 21, 2026, meeting agenda. No discussion.

Moved by Mrs. Penton-Jones, seconded by Ms. Aars, carried without dissent to approve the April 21, 2026, meeting agenda as presented. (Exhibit 1)

IV. **APPROVAL OF MEETING MINUTES**

Mr. Montgomery asked for a motion to approve the March 24, 2026, meeting minutes. No discussion.

Moved by Ms. Gamble, seconded by Mrs. Penton-Jones, carried without dissent to approve the March 24, 2026, meeting minutes as presented. (Exhibit 2)

V. **CHAIRMAN'S REPORT**

Authority – Contracts/Agreements

The board discussed giving CEO, Ms. Pitts, authority to sign contracts for sponsorships up to \$20,000, while new sponsorships over \$20,000 would require board approval.

Mr. Montgomery asked for a motion to grant authority to the CEO to sign contracts.

Moved by Ms. Powers, seconded by Ms. Gamble, carried without dissent, to grant authority to the CEO to sign contracts within the budgeted amounts, and sponsorships up to \$20,000, with anything above the \$20,000 threshold requiring prior board approval.

Note: Mr. Montgomery shared that Ms. Covert met with Ms. Pitts prior to the board meeting. Mr. Montgomery read Ms. Covert's signed statement that the decision to grant authority to the CEO to sign contracts/ sponsorships should be clearly defined and made by board motion and vote. (Exhibit 3)

VI. **TREASURER'S REPORT**

Ms. Gamble reported that the March financials have been reviewed and show the organization trending at 76%-77% of income targets, with March slightly below at 73%. Ms. Gamble noted that Visit Casper is entering their busiest months.

Mr. Montgomery asked for a motion to approve the March financial report.

Moved by Ms. Powers, seconded by Ms. Aars, carried without dissent to approve the Treasurer's report as presented. (Exhibit 4)

VII. **OLD BUSINESS**

A. Strategic Plan

The board will receive a copy of the Strategic Plan review and provide feedback, with the possibility of updating it internally rather than hire an outside vendor unless there is significant board division on key issues.

B. Sponsorships & Grants Planning for FY27

A structure was proposed by Ms. Pitts for sponsorships, the Casper Area Impact Grant (CAI) (in partnership with the City of Casper), and the Wyoming Office of Tourism Development Funds for organizations requesting funding support for their event(s). (Exhibit 5)

Ms. Powers recommended a motion be made granting authority to two board members to act on behalf of the NCTTC for awarding CAI grants.

Mr. Montgomery asked for a motion.

Moved by Ms. Gamble, seconded by Ms. Aars, carried without dissent to appoint Mrs. Renee Penton-Jones and Ms. Powers the authority to act on behalf of the NCTTC when awarding Casper Area Impact grants.

Note: Ms. Pitts acknowledged Ms. Covert's suggestion for a FAQ page available on the website to guide organizations to the correct pool of funds for their event(s).

VIII. NEW BUSINESS

A. Marketing & Sales Strategy/Business Plan Update

B. Staff Reports

Ms. Pitts touched on National Travel & Tourism Week (May 4-8, 2026), organizational re-alignment, the preliminary budget, the Tourism Master Plan Steering Committee, Destination Marketing Fund planning, and the operations guide for Compete Casper to assist their board in decision making during the staffing transition. (Exhibit 6)

Marketing and Sales gave highlights from their staff reports.

C. CNFR Contral Renewal Update

D. March Scorecard (Exhibit 7)

IX. COUNCIL COMMENTS

Mr. Foote shared that ticket sales for the Benson Boone concert are doing well, with a lot of ticket sales from out-of-state.

Mrs. Penton-Jones shared that the Central Wyoming Fairgrounds will soon announce a future Indian relay event.

X. PUBLIC COMMENTS

None.

XI. EXECUTIVE SESSION

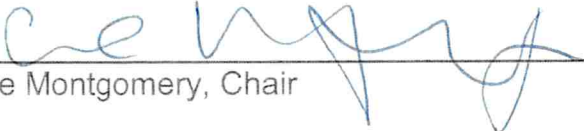
None.

XII. ADJOURNMENT

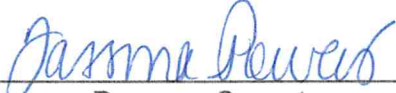
Mr. Montgomery asked for a motion to adjourn.

Moved by Ms. Aars, seconded by Mr. Foote, carried without dissent to adjourn at 12:51 p.m.

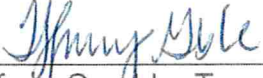
Next meeting: May 26, 2026, at 11:30 a.m.



Cole Montgomery, Chair



Tassma Powers, Secretary



Tiffany Gamble, Treasurer