

# Natrona County Travel & Tourism Council

## Visit Casper

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### PUBLIC MEETING MINUTES TUESDAY, JANUARY 27, 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, January 27, 2026, at 11:42 A.M. with Tassma Powers present as secretary. Roll call determined the presence of a quorum.

#### II. ROLL CALL

Present: Cole Montgomery, City of Casper  
Dan Foote, Town of Bar Nunn  
Mike Cevasco, Town of Midwest  
Morgan Covert, City of Mills  
Pat Sweeney, City of Casper  
(Left meeting at 12:58 P.M.)  
Renee Penton-Jones, Natrona County (Zoom)  
(Left meeting at 12:25 P.M.)  
Tassma Powers, Town of Bar Nunn  
(Arrived at 11:45 A.M.)  
Tiffany Gamble, Natrona County

Absent: Ashley Aars, Town of Edgerton

Also Present: Annette Pitts, CEO  
Terri Weinhandl, Operations Manager  
Liz Bowers, Community Engagement Manager  
Wayne Stewart, Director of Marketing & Communications  
Syd Wallace, Creative Manager  
Shelby Kraus, Business Sales Manager  
Cait O'Neal, Meetings & Conference Sales Manager  
John Masterson  
Blake Jackson, Ugly Bug Fly Shop, Crazy Rainbow Fly  
Fishing, and Friends of the North Platte  
(Arrived at 11:46 A.M.)  
Hannah Ward, Casper Star Tribune  
Dave North, Natrona County Commissioner (Zoom)  
Glenn Gardner, Wyoming Office of Tourism (Zoom)

#### III. CHAIRMAN'S REPORT

Mr. Montgomery addressed staff reporting and minute-taking protocol. The board discussed making board meetings more efficient by consolidating staff reports and focusing on new business with oral updates, and monthly written

reports for old business. The board confirmed their preference to follow Robert's Rules of Order regarding meeting minutes-taking procedures, deciding to continue summarizing comments rather than attributing detailed comments and discussions to individuals, except as prescribed by Robert's Rules of Order regarding motions and votes.

IV. **APPROVAL OF MINUTES**

Mr. Montgomery asked for a motion to approve the October 28, 2025, meeting minutes. No discussion.

Moved by Ms. Powers, seconded by Ms. Covert, carried without dissent to approve the October 28, 2025, meeting minutes as presented. (Exhibit 1)

V. **APPROVAL OF REVISED AGENDA**

Mr. Montgomery asked for a motion to approve the November 25, 2025, meeting agenda. No discussion.

Moved by Mr. Foote, seconded by Ms. Gamble, carried without dissent to approve the November 25, 2025, meeting agenda as presented. (Exhibit 2)

VI. **APPROVAL OF MINUTES**

Mr. Montgomery asked for a motion to approve the November 25, 2025, meeting minutes. No discussion.

Moved by Ms. Covert, seconded by Mr. Foote, carried without dissent to approve the November 25, 2025, meeting minutes as presented. (Exhibit 3)

VII. **APPROVAL OF AGENDA**

Mr. Montgomery asked for a motion to approve the December 8, 2025, meeting agenda. No discussion.

Moved by Ms. Powers, seconded by Ms. Gamble, carried without dissent to approve the December 8, 2025, meeting agenda as presented. (Exhibit 4)

VIII. **APPROVAL OF MINUTES**

Mr. Montgomery asked for a motion to approve the December 8, 2025, meeting minutes. No discussion.

Moved by Ms. Gamble, seconded by Ms. Covert, carried without dissent to approve of the December 8, 2025, meeting minutes as presented. (Exhibit 5)

IX. **APPROVAL OF MINUTES**

Mr. Montgomery asked for a motion to approve the revised November 24, 2024, meeting minutes.

Ms. Powers stated the revised minutes ratified action during an executive session on November 24, 2024.

Moved by Ms. Gamble, seconded by Mr. Foote, carried without dissent to approve the revised November 24, 2024, meeting minutes as presented. (Exhibit 6)

Ms. Covert and Mr. Sweeney abstained from voting. They were not NCTTC members in November 2024.

X. **TREASURER'S REPORT**

Ms. Gamble gave the treasurer's report noting that the organization was at 56% of its budgeted income and 53% of its expenses for the year. Additional budget cuts will be made if needed, in the Spring.

Moved by Mr. Sweeney, seconded by Ms. Covert, carried without dissent to approve the Treasurer's report as presented. (Exhibits, 7, 8 and 9)

XI. **OLD BUSINESS**

Ms. Pitts addressed current Destination Development Fund projects. The draft agreement for the City of Mills wayfinding signage project will go to the Mills Council on January 27, 2026. The Hell's Half Acre project is near completion with new fencing and the pit toilet arriving in April. The Wyoming Department of Tourism will likely award additional funds in June 2026. Visit Casper can apply online after the board's decision on how to proceed.

Darren Rudloff is seeking feedback to finalize the Tourism Master Plan. The board expressed support for the updated plan and discussed the need for more positive community communication. The group agreed to hold quarterly steering committee meetings to track progress on plan initiatives, with Ms. Pitts suggesting the quarterly meetings would help maintain momentum without creating an atmosphere of accountability pressure.

Mr. Montgomery asked for a motion to approve the Tourism Master Plan.

Moved by Ms. Powers, seconded by Ms. Gamble, carried without dissent to approve the Tourism Master Plan as presented. (Exhibit 10)

XII. **NEW BUSINESS**

The new Visit Casper website went live in mid-December 2025. Mr. Stewart presented new features, including separate events calendars for community, sports, and arts events, as well as functionality for users to save and plan itineraries. A new partner portal will launch in February, offering training sessions for partners to manage their own event listings and business listings. Mr. Stewart explained a shift in website optimization strategy from Search

Engine Optimization (SEO) to Artificial Intelligence (AI) optimization, aiming to improve visibility in AI-generated search results, with plans to report on AI acquisition metrics in the next fiscal year.

The board discussed a feasibility study for the Pathways National Heritage Area, which could require Visit Casper to commit \$25,000 annually for three years. The board agreed to review the feasibility study and consider forming a task force to provide a full recommendation. Additionally, the board approved a letter of support for new passing lanes on US 20, which will require a \$25,000 commitment.

John Masterson and Blake Jackson presented concerns about the environmental impacts of the Seminoe Dam Pumped Storage project. They discussed how the pumped water project will operate, highlighting the effects of the project to include:

- The Ferris-Seminoe Bighorn Sheep Herd
- Mule deer winter range
- Fish populations
- Water resources
- Rising water temperatures in the North Platte River
- Loss of recreational areas.

The NCTTC discussed concerns about a proposed project that would discharge warmer water into Seminoe Reservoir, potentially affecting fish populations and local tourism.

Ms. Powers made a motion to write a letter outlining concerns and the impacts of this project to the community, tourism, and the North Platte River, seconded by Ms. Gamble, carried without dissent.

The board agreed to submit a letter highlighting the impact on tourism and wildlife. Ms. Pitts will draft the letter, in support of development and referring to the recent resident sentiment survey that showed natural resources are a top priority for the community.

Discussion on the Sports Roundtable involved establishing a sports commission. The board agreed that the time is not right to proceed with forming a sports commission.

### XIII. **COUNCIL COMMENTS**

Mr. Cevasco said he will be sharing the Seminoe Dam Pumped Storage project information with the Midwest Town Council.

XIV. **PUBLIC COMMENTS**

None.

XV. **EXECUTIVE SESSION**

None.

XVI. **ADJOURNMENT**

Mr. Montgomery asked for a motion to adjourn.

Moved by Ms. Powers, seconded by Ms. Gamble, carried without dissent to adjourn at 1:56 P.M. All voted in favor.

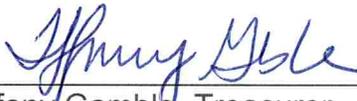
Next meeting: February 17, 2026 @ 11:30 A.M.



Cole Montgomery, Chair



Tassma Powers, Secretary



Tiffany Gamble, Treasurer