Natrona County Travel & Tourism Council
Visit Casper

PUBLIC MEETING MINUTES
TUESDAY, JUNE 30, 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, June 30, 2026, at 11:34 a.m. Tassma Powers, Secretary, was not present. 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 Morgan Covert, City of Mills Pat Sweeney, City of Casper Renee Penton-Jones, Natrona County (arrived at 11:51 a.m.) Tiffany Gamble, Natrona County
Excused:	Mike Cevasco, Town of Midwest Tassma Powers, Town of Evansville
Also Present:	Annette Pitts, CEO Terri Weinhandl, Operations Manager Wayne Stewart, Director of Marketing & Communications Syd Wallace, Creative Manager Cait O'Neal, Meetings & Conference Sales Manager Shelby Kraus, Sports Sales Manager Shawn Houck, Oil City News Tommy Culkin, Oil City News Tia Troy, Lightning Bug Public Relations (via Zoom)

III. **CONSENT AGENDA**

Mr. Montgomery called for a motion to approve the following items:

- Transitioning the Visit Casper staff retirement plan from Capital Funds/Simple IRA to the Wyoming State Retirement (WSR) 457 Plan with a 3% employer match.
- Approving the Strategic Plan. (Exhibit 1)

Discussion on approving Annette to enter the multi-year agreement with WSR for an employee retirement benefit plan on behalf of the NCTTC.

Moved by Mr. Foote, seconded by Ms. Gamble, carried without dissent to approve transitioning to the WSR 457 Plan, and to approve the Strategic Plan.

IV. **APPROVAL OF AGENDA**
Mr. Montgomery asked for a motion to approve the June 30, 2026, meeting agenda. No discussion. (Exhibit 2)

Moved by Ms. Covert, seconded by Ms. Aars, carried without dissent to approve the June 30, 2026, meeting agenda as presented.

V. **APPROVAL OF MEETING MINUTES**
Mr. Montgomery asked for a motion to approve the May 26, 2026, meeting minutes. No discussion. (Exhibit 3)

Moved by Mr. Sweeney, seconded by Ms. Covert, carried without dissent to approve the May 26, 2026, meeting minutes as presented.

VI. **STAFF REPORTS & SCORECARDS**
To ensure the staff reports receive the focus they deserve, the Executive Committee recommended moving the staff reports higher on the agenda. The CEO and staff reports have been restructured to highlight how staff's work and achievements align with the Visit Casper Strategic Plan. To keep things concise, staff will briefly highlight three successes and one challenge since the last board meeting. (Exhibit 4)

Mrs. Penton-Jones arrived at 11:51 a.m.

Ms. Troy with Lightning Bug Public Relations provided a recap of FY26 initiatives.

The April and May Scorecards were not discussed. (Exhibits 5 & 6)

VII. **TREASURER'S REPORT**
Ms. Gamble presented the financial update, reporting that the balance sheet remains healthy. She reviewed the May financial statements with Ms. Pitts, noting no significant items to report. In her review of the June preliminary financial information, Ms. Gamble commended the Visit Casper team for their excellent budget management, noting that expenses remain well within budget through the end of the fiscal year. Additionally, Ms. Gamble highlighted the year to year comparison report included in the monthly packet, noting it will provide enhanced detail for future reviews

Discussion regarding recent revenue trends. Mr. Sweeney expressed concern over lower-than-expected downtown foot traffic during CNFR and questioned the viability of hiring an additional employee. Ms. Pitts clarified that while lodging tax revenues have declined since the beginning of the year, they are currently trending upward. (Exhibits 7 & 8)

Moved by Mrs. Penton-Jones, seconded by Ms. Aars, carried without dissent to approve the May financials as presented.

VIII. **OLD BUSINESS**

A. Sponsorship Process

The board discussed shifting the sponsorship award process away from lodging tax data, opting instead to use economic impact calculations based on figures from NIRA for CNFR, the FWC, etc.

B. Sponsorship Requests

a. Indian Relay Races

The board ratified its previous May 26, 2026, decision to approve a $25,000 sponsorship for the Indian Relay Races at the Central Wyoming Fairgrounds in order to ensure transparency and address board member conflicts of interest.

No discussion.

Moved by Ms. Aars, seconded by Ms. Covert, carried without dissent to approve the $25,000 sponsorship of the Indian Relay Races at the Central Wyoming Fairgrounds.

Mrs. Penton-Jones and Mr. Sweeney abstained from the vote.

b. Wyoming Sports Ranch

The board resumed discussion on the Wyoming Sports Ranch sponsorship request previously tabled on May 26, 2026.

Moved by Ms. Gamble, seconded by Mr. Sweeney, carried without dissent to award $50,000 to the Wyoming Sports Ranch with a 50/50 split between the Special Events Budget and the Sports Managements Events Budget. (Exhibit 9)

IX. **NEW BUSINESS**

A. Board Appointee Update

The board thanked Ms. Aars for her time on the NCTTC. The Edgerton Town Council has appointed Mindy Blackmore to the NCTTC for the term of July 2026 – June 2029.

B. Annual Meeting/Election of Officers

The NCTTC Executive Board is on a one-year rotating schedule. The Executive Committee made the following recommendations for the FY27 NCTTC Executive Board:

Chair – Renee Penton-Jones
Vice Chair – Tassma Powers
Secretary – Dan Foote
Treasurer – Cole Montgomery

No discussion. There were no other Executive Board nominations.

Mr. Sweeney made a motion to cease nominations other than the slate of officers proposed, seconded by Ms. Aars, carried without dissent to elect the following as the FY27 NCTTC Executive Board:

Chair – Renee Penton-Jones
Vice Chair – Tassma Powers
Secretary – Dan Foote
Treasurer – Cole Montgomery

C. Public Hearing – FY27 Budget Approval
Mr. Montgomery opened the public hearing for the FY27 budget approval at 12:53 p.m.

Ms. Pitts reviewed the proposed FY27 budget by category. (Exhibit 10)

No public comment.

Mr. Montgomery asked for a motion to approve the FY27 budget.

Moved by Mrs. Penton-Jones, seconded by Ms. Aars, carried without dissent to approve the FY27 Budget as presented.

Mr. Montgomery asked for a motion to close the public hearing.

Moved by Mr. Sweeney, seconded by Ms. Aars, carried without dissent to close the public hearing at 1:04 p.m.

(Note: The notice of public hearing was published in the Casper Star Tribune prior to the meeting as per W.S. § 16-12-403(d).)

(Note: Without objection, the board went out of order of the agenda, closed the regular meeting at 12:52 p.m. and opened the public hearing as the last item of the agenda at 12:53 p.m.)

X. **COUNCIL COMMENTS**

Mr. Sweeney suggested updating the information displays at various rest stops throughout Natrona County, namely: Independence Rock, Waltman to Laramie, and Orin Junction, suggesting Visit Casper get permission from WYDOT.

There is a lot going on for the 250th Celebration in Natrona County:

- Sidewalk chalk art contest
- Franks' free pancake breakfast
- Parade in Bar Nunn
- Mills fireworks
- Ford Wyoming Center celebration

Ms. Gamble was presented with a plaque acknowledging her time on the NCTTC from 2018 – 2026.

XI. **PUBLIC COMMENTS**

None.

XII. **EXECUTIVE SESSION**

None.

XIII. **ADJOURNMENT**

Mr. Montgomery asked for a motion to adjourn.

<u>Moved by Mrs. Penton-Jones, seconded by Mr. Sweeney, carried without dissent to close the regular meeting at 12:52 p.m.</u>

(Note: Without objection, the board went out of order of the agenda, closed the regular meeting at 12:52 p.m. and opened the public hearing as the last item of the agenda at 12:53 p.m.)

Next meeting: July 28, 2026, at 11:30 a.m.

Renee Penton-Jones, Chair

Dan Foote, Secretary

Cole Montgomery, Treasurer