

Natrona County Travel & Tourism Council

Visit Casper

PUBLIC MEETING MINUTES TUESDAY, MARCH 24, 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, March 24, 2026, at 11:36 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
Morgan Covert, City of Mills
Pat Sweeney, City of Casper
Renee Penton-Jones, Natrona County
Tassma Powers, Town of Bar Nunn
Tiffany Gamble, Natrona County

Absent: Ashley Aars, Town of Edgerton
Mike Cevasco, Town of Midwest

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
Tommy Culkin, Oil City News

III. APPROVAL OF AGENDA

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

Moved by Mr. Foote, seconded by Mrs. Penton-Jones, carried without dissent to approve the March 24, 2026, meeting agenda as presented. (Exhibit 1)

IV. APPROVAL OF MEETING MINUTES

Mr. Montgomery asked for a motion to approve the February 17, 2026, meeting minutes. No discussion.

Moved by Mr. Sweeney, seconded by Mrs. Penton-Jones, carried without dissent to approve the February 17, 2026, meeting minutes as presented. (Exhibit 2)

V. **CHAIRMAN'S REPORT**

- A. Follow-up discussion resulting from WHTC Lodging Tax Board Session
- Oversight Board vs. Working Board

Ms. Pitts talked about the Lodging Tax Board - A to Z session that Darren Rudloff and Berkley Young presented at the 2026 Governor's Conference. Ms. Pitts touched on topics such as board composition, the ideal board, board dynamics, the board's role, board structure, and policy & oversight, etc.

Mr. Montgomery stated that there have been previous board discussions about the role of the Visit Casper board, about whether they want to approve individual contracts and payments or continue to have the Visit Casper staff take care of the day-to-day operational business.

Mr. Montgomery asked the board if anyone feels they don't have the knowledge or input they want in terms of Visit Casper's day-to-day operations, Destination Development Grant funds, etc. There were no comments or discussion from the board.

The board agreed that NCTTC will continue to operate as an oversight board, not as a working board, and allow Annette and her team to run the day-to-day operations, bouncing ideas off of the board to make sure staff work aligns with the Board's strategic vision. (Exhibit 3)

- B. Visit Casper's role with events – sponsorship & marketing or production & planning

Ms. Pitts addressed past board discussion about producing events vs. sponsoring events. After talking with the Wyoming Office of Tourism and state DMOs, Annette recommended that Visit Casper continue sponsoring local events – sports or festivals, etc. and to provide additional funds for emerging and new signature events with a grant sub-committee making recommendations to the board. The two grants would be in addition to the partnership program with the City of Casper, Casper Area Impact Grants. Discussion followed sharing that Annette should revisit and simplify the plan.

Annette will bring a revised plan for sponsorships and grants to the next Board meeting. Staff will also be a resource in the community as pertaining to events, while not actively producing their own events and festivals. (Exhibit 4)

2023 Strategic Plan + 2026 Tourism Master Plan

Discussion was held sharing a preference for updating plans via shorter duration meetings, rather than all-day or multi-day retreat-style meetings.

Annette clarified that the Strategic Plan is a blueprint for the organization, board and staff whereas the Tourism Master Plan is rooted in community and stakeholders feedback and provides a roadmap for the community as a tourism destination. The Strategic Plan and the Tourism Master Plan while achieving separate goals, tie back together. (Exhibit 5)

VI. **TREASURER'S REPORT**

Ms. Gamble reported that the February financials have been reviewed. There is nothing significant to report.

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

Moved by Ms. Powers, seconded by Ms. Covert, carried without dissent to approve the Treasurer's report as presented. (Exhibit 6)

VII. **OLD BUSINESS**

- A. Destination Development Projects
- B. Pathways National Heritage Area (PNHA)
- C. Seminole Dam Pumped Storage Letters
- D. Compete Casper Transition
- E. Tourism Master Plan – Plan Completed

No board questions or comments.

VIII. **NEW BUSINESS**

A. Staff Reports

Staff presented marketing highlights, public relations initiatives with journalist visits and content creation, and shared examples of new content captured in partnership with Anthony Stengel, explaining how the videos and photos are utilized across multiple platforms (website, email newsletters, advertising, etc.)

Staff presented updates for National Travel & Tourism Week, which is May 4-8, 2026. The luncheon will be held at Citiwerks on Friday, May 8, 2026. Visit Casper is planning for approx. 100 attendees.

Visit Casper hopes to have new merchandise designed and available for sale by the end of 2026.

Sales shared that state basketball and state wrestling attendee numbers were up from 2025.

The Casper Area Impact Grant application period will open April 1, 2026, and run through May 15, 2026. (Exhibit 7)

B. January & February Scorecards
Copies will be emailed to the board members. (Exhibits 8 and 9)

IX. **COUNCIL COMMENTS**

Mr. Foote said a huge concert announcement is forthcoming.

Ms. Powers commented that the new 2026 Destination Guide looks great.

A discussion followed regarding staff contract signing authority.

Mr. Sweeney shared that the City of Mills "Service and Sacrifice Park" fundraiser was a great event and well attended.

X. **PUBLIC COMMENTS**

None.

XI. **EXECUTIVE SESSION**

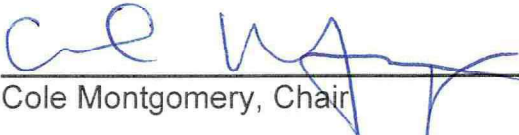
None.

XII. **ADJOURNMENT**

Mr. Montgomery asked for a motion to adjourn.

Moved by Ms. Powers, seconded by Ms. Gamble, carried without dissent to adjourn at 12:55 p.m.

Next meeting: April 21, 2026 @ 11:30 a.m.



Cole Montgomery, Chair



Tasma Powers, Secretary



Tiffany Gamble, Treasurer