Natrona County Travel & Tourism Council
Visit Casper

PUBLIC MEETING MINUTES
TUESDAY, MAY 26, 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, May 26, 2026, at 11:34 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 (Zoom) Morgan Covert, City of Mills Pat Sweeney, City of Casper Renee Penton-Jones, Natrona County Tassma Powers, Town of Evansville Tiffany Gamble, Natrona County
Excused:	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 Cait O'Neal, Meetings & Conference Sales Manager Jake Crumb, Ford Wyoming Center Tommy Culkin, Oil City News

III. **APPROVAL OF AGENDA**

Mr. Montgomery asked for a motion to approve the May 26, 2026, meeting agenda. No discussion.

<u>Moved by Mrs. Penton-Jones, seconded by Ms. Gamble, carried without dissent to approve the May 26, 2026, meeting agenda as presented.</u> (Exhibit 1)

IV. **APPROVAL OF MEETING MINUTES**

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

<u>Moved by Mr. Foote, seconded by Mrs. Penton-Jones, carried without dissent to approve the Apri 21, 2026 meeting minutes as presented.</u> (Exhibit 2)

V. **CHAIRMAN'S REPORT**

A. Officer Positions

Mr. Montgomery reported that officer terms will expire at the end of the fiscal year, and elections for officer positions will be held at the Annual Meeting held in June 2026 meeting for fiscal year 2027.

B. Board Member Updates

Mr. Montgomery announced changes to board appointees: Shawn Houck of Oil City News replacing Tiffany Gamble as the new Natrona County representative and Laura Pierce-Crebs Clerk/Treasurer for the Town of Edgerton replacing Ashley Aars. Dan Foote of the Ford Wyoming Center has been re-appointed to represent the Town of Bar Nunn for another three-year term.

C. Destination Development Funds

Destination Development Funds should be reissued to Visit Casper this summer. An application for project funding support will be made available on visitcasper.com, with applications reviewed by staff before presenting recommendations to the board for consideration at future meetings.

VI. **TREASURER'S REPORT**

Ms. Gamble reported that the financials have been reviewed and show the budget is running at 79% of budget with 10 months completed.

<u>Moved by Ms. Powers, seconded by Mr. Sweeney, carried without dissent to approve the Treasurer's report as presented.</u> (Exhibits 3, 4)

Mrs. Pitts reported that Skogen & Cometto was the only CPA firm to submit a proposal during the RFP process.

Mr. Montgomery asked for a motion to retain Skogen & Cometto as the CPA firm for the NCTTC.

<u>Moved by Ms. Powers, seconded by Mr. Sweeney, carried without dissent to retain Skogen & Cometto as the NCTTC's CPA firm.</u>

VII. **OLD BUSINESS**

A. Strategic Plan

The board discussed the strategic plan noting that little updating was reported. Discussion was held about a typo in Strategic Objectives 2 and 3 that will be corrected. The board will review and vote to adopt the plan at the June meeting. (Exhibit 5)

B. CNFR Contract Renewal/Request

CNFR is currently under contract negotiations with the city and county. Visit Casper has not received a formal request from CNFR to increase their sponsorship funds. Ms. Pitts proposed 10-year partnership schedule based on lodging tax generation and inflation adjustments of 3% a year. The timeframe was based on alignment with city and county proposals. (Exhibit 6)

Board discussion.

Moved by Ms. Powers to sponsor CNFR sponsorship at $35,000 with an increase after five years. Seconded by Mr. Sweeney.

Further board discussion.

Moved by Ms. Powers to amend her motion to continue the CNFR contract starting in 2028 at $36,000 with $1,000 increases each year for five years, with a reassessment at the end of that period. Mr. Sweeney seconded the motion. Mr. Montgomery asked for a vote on the amended motion. Motion carried with one dissenting vote from Ms. Powers.

C. Destination Development Funded Projects
The county's wayfinding signage project was completed, and the city of Mills' signage project is nearing completion. Once completed, that will mark the end of the current WOT destination development funding cycle.

D. Compete Casper Handoff
Compete Casper has onboarded Heather Jurgensen as their new program administrator. The transition process is progressing well with Shelby Kraus providing training support. Ms. Pitts presented a sponsorship recommendation based on lodging tax generation. The board discussed the funding recommendation and plans to create an MOU to clarify future in-kind services.

Moved by Ms. Powers, seconded by Mr. Sweeney to continue the Compete Casper contract sponsorship at $50,000. Motion was carried without dissent.

VIII. **NEW BUSINESS**

A. Lodging Tax Ballot Update
Ms. Pitts provided an update on the lodging tax ballot, noting progress with the county and predicting flat lodging tax revenue for the upcoming fiscal year.

Ms. Gamble left the meeting at 1:00 p.m.

B. Draft Budget Proposal
Ms. Pitts reviewed the proposed preliminary FY27 budget. Discussion was held on sponsorship funds, source of funds for software, retirement plan offerings for staff, an organizational role change for Cait O'Neal and hiring an Associate Graphic Designer.

The board recommended that 100% of the Cvent subscription cost be allocated to the Visit Casper budget, rather than the previously proposed 50%

Ms. Covert left the meeting at 1:20 p.m.

<u>Moved by Ms. Powers, seconded by Mrs. Penton-Jones, carried without dissent to approve the proposed preliminary FY27 budget as presented. (Exhibit 7)</u>

C. Funding Requests
  a. Fairgrounds Signature Event Sponsorship Application
  Ms. Pitts presented a signature event sponsorship request from Central Wyoming Fair & Rodeo for the Indian Relay Races for $25,000. (Exhibits 8, 9)

  <u>Moved by Ms. Powers, seconded by Mrs. Penton-Jones, carried without dissent to approve the $25,000 CWFR Indian Relay Races sponsorship application as presented.</u>

  b. Wyo Sports Ranch Facility Sponsorship Request
  Ms. Pitts presented a Wyo Sports Ranch sponsorship request for $50,000. (Exhibit 10)

  Ms. Powers abstained from discussion.

Ms. Powers left the meeting at 1:30 p.m.

Mr. Montgomery tabled this agenda item until the June 2026 meeting.

D. Staff Reports
No discussion. (Exhibit 11)

E. April Scorecard
No discussion. (Exhibit 12)

IX. **COUNCIL COMMENTS**
None.

X. **PUBLIC COMMENTS**
None.

XI. **EXECUTIVE SESSION**
None.

XII. **ADJOURNMENT**
Mr. Montgomery adjourned the meeting at 1:35 p.m.

Next meeting: June 30, 2026, at 11:30 a.m.

Cole Montgomery, Chair

Tassma Powers

Tassma Powers, Secretary

Tiffany Gamble, Treasurer