

Natrona County Travel & Tourism Council

Visit Casper

PUBLIC MEETING MINUTES TUESDAY, NOVEMBER 25, 2025 – 11:30 a.m. CASPER, WYOMING

I. CALL TO ORDER

Presiding Officer (Vice Chair) Renee Penton-Jones called the public meeting of the Natrona County Travel and Tourism Council to order Tuesday, November 25, 2025 at 11:35 a.m. with Tassma Powers as secretary. Roll call determined the presence of a quorum.

II. ROLL CALL

Present: Cole Montgomery, City of Casper (via Zoom)
Mike Cevasco, Town of Midwest (via 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 (via Zoom)

Excused: Dan Foote, Town of Bar Nunn

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 Coordinator
Shelby Kraus, Business Sales Manager
Cait O'Neal, Meetings & Conferences Sales Manager
(via Zoom)

III. APPROVAL OF AGENDA

Mrs. Penton-Jones asked for a motion to approve the agenda.

Ms. Covert moved to amend the November 25, 2025, agenda separating action items to approve the October 28, 2025, meeting minutes and to approve the amended November 20, 2024, meeting minutes as two separate board actions.

Ms. Powers seconded the motion to amend the agenda to show the approval of the October 28, 2025, meeting minutes as Item IV, and the approval of the amended November 20, 2024, meeting minutes as Item V. Motion passed.
(Exhibit 1)

IV. **APPROVAL OF MINUTES**

Mrs. Penton-Jones asked for a motion to approve the October 28, 2025, meeting minutes.

Moved by Mr. Sweeney, seconded by Ms. Powers to approve the October 28, 2025 meeting minutes.

A discussion was held regarding the level of detail that was included in the meeting minutes and the lack of attributing individual opinions and statements to individuals at the meeting.

Staff explained that Visit Casper's bylaws state that council meetings are to administered via Robert's Rules of Order, and according to Roberts Rules of Order, opinions and comments are to be summarized, rather than being attributed to individuals.

Ms. Powers asked to table the approval of the October 28, 2025, minutes until more board members are in attendance for discussion and the board can provide guidance for Ms. Powers and Ms. Weinhandl on what to include in the meeting minutes for council comments and public comments.

Mrs. Penton-Jones asked for a motion to table the approval of minutes until there is further board input and discussion on Robert's Rules of Order and the board's preference for comments.

Moved by Ms. Powers, seconded by Ms. Covert, carried without dissent to table the approval of the October 28, 2026, minutes until the January 27, 2026, meeting.

A discussion was held regarding the amended November 20, 2024, meeting minutes. Differing opinions were shared about the language included regarding the Executive Session noted in the minutes.

Staff explained that legal counsel was requested for the language included regarding the Executive Session noted in the minutes and the language that was added to the minutes was based on the legal counsel that was received.

Further discussion followed and Ms. Covert requested that the matter be tabled for further conversation with the board.

Mrs. Penton-Jones asked for a motion to table the approval of the amended minutes from November 20, 2024.

Moved by Ms. Covert, seconded by Ms. Powers, carried without dissent to table the November 20, 2024, minutes until the January 27, 2026, board meeting.

V. **TREASURERS REPORT**

PMCH Presentation of Audit Results

Jordan Dobrenz and KieLee Schlidt from PMCH presented the board with hard copies of the audit results for Natrona County Travel & Tourism fiscal year 24/25. The board was directed to go to Page 1 of the audit report for the PMCH unmodified opinion of the audit. The NCTTC audit was a cash basis audit. The recommendations made by PMCH were very minor. The results showed it was a good audit.

Mrs. Penton-Jones asked if there were questions from the board. There were no questions.

Mrs. Penton-Jones asked that absent board members reach out with questions.

Skogen & Cometto will file the audit results with the Wyoming Department of Audit.

Itemized List of Expenses from Previous Month

Staff explained the spreadsheet of itemized expenses that was emailed to the board.

YTD Financials

Staff explained the financials, sharing that lodging tax is trending down and that expenses are being closely monitored.

Draft Budget Amendment Proposal

Ms. Pitts explained the proposed FY25/26 budget amendment. NCTTC will hold a publicly noticed, special public meeting on Monday, December 8, 2025, at 3:00 p.m. for approval of the FY25/26 budget amendment.

Mrs. Penton-Jones asked for a motion to approve the Treasurer's Report.

Moved by Ms. Powers, seconded by Ms. Covert, carried without dissent to approve the Treasurer's Report as presented.

OLD BUSINESS

VI. **CEO & STAFF REPORTS**

Ms. Pitts reviewed the Scorecard, and the Marketing and Sales staff reviewed highlights from their reports.

Ms. Powers recommended that the board vote at the meeting to ratify Ms. Pitts' employment contract to November 4, 2024.

Mrs. Penton-Jones asked for a motion to ratify Ms. Pitts' employment contract to November 4, 2024.

Moved by Ms. Powers, seconded by Mr. Sweeney.

Mrs. Penton-Jones asked for discussion.

Roll call: Ashley Aars (absent)
Cole Montgomery - Aye
Dan Foote (excused)
Pat Sweeney - Aye
Mike Cavasco - Aye
Morgan Covert - Aye
Renee Penton-Jones - Aye
Tassma Powers - Aye
Tiffany Gamble - Aye

All voted in favor to ratify Ms. Pitts' contract to November 4, 2024.

NEW BUSINESS

VII. CEO & STAFF REPORTS

Ms. Pitts and Marketing and Sales staff reviewed highlights from their reports.

VIII. CHAIRMAN REPORT

Mr. Montgomery shared that there is \$26,300 surplus in Destination Development Funds. The additional funds are due to Natrona County's wayfinding signage bid coming in under their grant award of \$100,000.

A discussion was held about the best course of action regarding the surplus funds, and it was recommended that the additional funds be made available to the City of Mills to conduct wayfinding signage for their community. Staff explained that project recommendations would need to be shared with the Wyoming Office of Tourism for approval, making sure the project(s) meet their requirements before final execution of the project.

Mrs. Penton-Jones asked for a motion to allocate funds to Mills for wayfinding signage if approved by the Wyoming Office of Tourism.

Moved by Mr. Sweeney, seconded by Ms. Powers, carried without dissent to allocate funds to the City of Mills for wayfinding signage not to exceed \$25,000.

The Visit Casper/Advance Casper Christmas Open House is scheduled for Thursday, December 4, 2025, from 4:30 p.m. to 6:30 p.m. 5150 Tourism Development will cover the cost of the food and Advance Casper will cover the remaining costs. All board members are invited to attend.

IX. COMMUNICATIONS REPORTS

None.

X. COUNCIL COMMENTS

Mr. Sweeney commented that the Downtown Chocolate Walk is the same day and time as the Christmas Open House.

Ms. Covert shared information about The Tribute to the Great American Cowboy Rodeo that recently took place at the Central Wyoming Fairgrounds, noting that there was an increase in attendance over the previous two years.

XI. PUBLIC COMMENTS

Comments were shared about the crisis communication plan, explaining that a monthly meeting with elected officials is held to address communication, etc., countywide, and in light of the recent power outage a countywide plan addressing public safety communication issues is important.

It was explained that the Mills City Council passed a Resolution appointing Brad Neumiller as an alternate to the NCTTC representing the City of Mills.

A discussion was held regarding reporting on monthly expenses where differing interpretations were shared. It was agreed that further discussion would follow after consulting legal counsel.

XII. NEXT MEETING: Monday, December 8, 2025, at 3:00 p.m., Special Meeting for FY 25/26 Budget Amendment.


XIII. EXECUTIVE SESSION

None.

XIV. ADJOURNMENT

Mr. Montgomery asked for a motion to adjourn.

Moved by Mr. Sweeney, seconded by Ms. Covert, carried without dissent to
adjourn at 1:10 p.m.



Cole Montgomery, Chair



Tassma Powers, Secretary



Tiffany Gamble, Treasurer