

Natrona County Travel & Tourism Council

Visit Casper

PUBLIC MEETING MINUTES TUESDAY, OCTOBER 28, 2025 – 11:30 a.m. CASPER, WYOMING

I. CALL TO ORDER

Mr. Montgomery called the public meeting of the Natrona County Travel and Tourism Council to order Tuesday, October 28, 2025, at 11:33 a.m. 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 (via Zoom)
Morgan Covert, City of Mills
Renee Penton-Jones, Natrona County
Ashley Aars, Town of Edgerton
Pat Sweeney, City of Casper
Tassma Powers, Town of Evansville
Tiffany Gamble, Natrona County

Also Present: Annette Pitts, CEO
Terri Weinhandl, Operations Manager (via Zoom)
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
Glenn Gardner, Wyoming Office of Tourism (via Zoom)
Roxy Skogen, Skogen, Cometto & Associates
Debbie Bradley, Skogen, Cometto & Associates (via Zoom)
Hannah Ward, Casper Star Tribune
Tim Stubson, Crowley Fleck PLLP, Attorneys at Law
Leah Juarez, Mayor of the City of Mills
John Johnson, Johnson Restaurant Group and WHTC (via Zoom)
Tia Troy, Lightning Bug Public Relations (via Zoom)
Amanda Montgomery, Boys & Girls Club (via Zoom)
Melissa Hugget, Downtown Development Authority

III. CONSENT AGENDA

Mr. Montgomery asked for a motion to approve the consent agenda as presented.

Moved by Mr. Cevasco, seconded by Ms. Gamble, carried without dissent.
(Exhibit 1)

IV. APPROVAL OF MINUTES

Mr. Montgomery asked for a motion to approve the September 23, 2025, meeting minutes as presented.

Moved by Mr. Sweeney, seconded by Ms. Aars, carried without dissent.
(Exhibit 2)

V. TREASURER'S REPORT

Ms. Gamble presented the itemized expense detailed report explaining that the document would be presented at following board meetings as well as part of the Treasurer's Report. Ms. Gamble updated the board that under new procedure, the financial report will be sent to the board 5 business days in advance of future board meetings along with the meeting agenda.

Ms. Pitts walked through the balance sheet and current procedure regarding retaining the 10% of funds the organization is legally allowed to retain, then called for questions. No questions were voiced at that time.

Ms. Pitts continued with a report on the Income Statement.

Ms. Skogen of Cometto & Associates was invited to explain the recent change in accounting basis from accrual to modified cash basis, and the accounting changes associated with the last check run of June 2025 recommended by NCTTC auditors PMCH, which shifted the last check run of June 2025 to FY26. That check run had previously been accounted for in FY25 by the Skogen team. Ms. Skogen clarified that the budget had not been exceeded, but that a budget amendment would be undertaken to avoid unapproved spending overages. Ms. Pitts proposed that the council hold a public hearing for this amendment in December. Ms. Powers asked if this budget amendment will also address the grant expenses associated with the Hell's Half Acre project. Ms. Pitts affirmed that it would be addressed at that time.

A discussion was held regarding staff salaries and reporting where it was explained that the salaries were grouped together as one line item to maintain staff privacy but that individual salaries were viewed by board members who were the signatories on bi-weekly checks. Mr. Montgomery requested that any concerns with this process or the individual breakdown of salaries should be brought to the Executive Committee. Mr. Sweeney affirmed that the redaction in the public meeting was appropriate and confirmed that if a member of the board wanted to review staff salaries in private directed that that option was available.

Mr. Sweeney asked if the Natrona County Travel & Tourism Council Joint Powers Board is managed differently than the City of Casper. Mr. Stubson

[legal counsel for NCTTC] clarified that sometimes (such as in public records and public meetings) a Joint Powers Board would be subject to the same management expectations, however in other cases a city must follow specific rules that would not apply to the Joint Powers Board.

Mr. Montgomery stated that the board was doing everything they needed to be to make everyone feel heard. He also acknowledged that they were in the process of discussing updates to improve processes for any reporting that needed to be done or managed differently.

Mr. Montgomery asked for a motion to approve the Financial Report for September 2025 as presented.

Moved by Mrs. Penton-Jones, seconded by Ms. Powers, carried without dissent. (Exhibit 3)

OLD BUSINESS

VI. CEO & STAFF REPORT

Ms. Pitts reviewed the September scorecard.

Ms. Pitts and staff presented updates, project status and information for their respective divisions.

Document color-coding:
Light Gray - CEO
Green – Marketing
Pink – Sales
Blue – Community Outreach
Orange - Operations
(Exhibit 4)

NEW BUSINESS

VII. CEO & STAFF REPORTS

Ms. Pitts and staff presented updates, project status and information for their respective divisions.

Document color-coding:
Light Gray – CEO
Green – Marketing
Pink – Sales
Blue – Community Outreach
Orange – Operations

VIII. **COUNCIL COMMENTS**

Mr. Montgomery addressed the difference of opinion that was raised by a board member regarding board meeting procedure and management. Legal counsel was retained to explore and address the issues at the request of the stakeholder that the board member represents. Mr. Montgomery requested that any board members with concerns reach out either to Ms. Pitts or himself directly with questions in the future, giving the board and team an opportunity to adjust and/or provide answers if necessary. He expressed disappointment that taxpayer funds needed to be spent retaining legal counsel to resolve an issue that could have been more simply and quickly resolved through open, honest communication between both parties.

While not all directors present shared comments, many expressed opinions on the matter, showing support for the tourism industry, expounding its value and recognizing the hard work of the Visit Casper team and Board of Directors.

IX. **PUBLIC COMMENTS**

Comments were shared by: Mr. John Johnson of Johnson Restaurant Group (JRG) and Wyoming Hospitality & Travel Coalition (WHTC), Mr. Glenn Gardner, Wyoming Office of Tourism (WOT), Ms. Melissa Hugget, Casper DDA, Mayor Leah Juarez of the City of Mills, Ms. Roxy Skogen of Skogen, Cometto & Associates and Mr. Tim Stubson of Crowley & Fleck.

X. **NEXT MEETING:** TBD

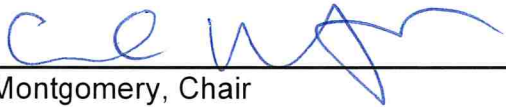
XI. **EXECUTIVE SESSION**

None.

XII. **ADJOURNMENT**

Mr. Montgomery asked for a motion to adjourn.

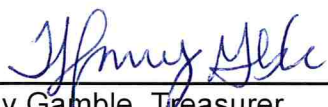
Moved by Ms. Aars, seconded by Ms. Powers, carried without dissent to adjourn at 1:15 p.m.



Cole Montgomery, Chair



Tassma Powers, Secretary



Tiffany Gamble, Treasurer