

WORK SESSION MEETING
March 10, 2026
6:00 PM
City Hall



CITY OF MILLS
EST. 1921

Mayor:
Leah Juarez
Council President:
Brad Neumiller
Council Members:
Cherie Butcher
Sara McCarthy
Tim Sutherland

AGENDA

CALL TO ORDER

AGENDA ITEMS

- [1.](#) Visit Casper - Annette Pitts Update
- [2.](#) Zach Policky - Big D Oil - Liquor License

ADJOURNMENT

AGENDA SUBJECT TO CHANGE WITHOUT NOTICE

In accordance with the Americans with Disabilities Act, persons who need accommodation in order to attend or participate in this meeting should contact City Hall at 307-234-6679 within 48 hours prior to the meeting in order to request such assistance.

VISIT *Casper*

UPDATE: 2025-2026 Year to Date

Presented by Annette Pitts, CEO
Annette@visitcasper.com
Cell: 307-301-8510



City of Mills Board Appointee
Morgan Covert
Fox Spa

Q1 2025

- **Review and evaluation:**
 - Financial structures, systems and reporting
 - Organizational structure, systems and management
 - Vendors/contracts
- **Staff reorganization**
- **Proof of performance reporting** - monthly Scorecard
- **Destination Development projects** identified
- Always-on, industry-leading **marketing**



Q2 2025

- Started transition to new **website and CRM** for cost savings
- Updated **research tools** to better target overnight travelers
- Added **sales tools** to better target groups and sports events
- Updated financial policies adding **additional layers of risk management**
- **CNFR**
- **NJCAA**
- Staff at **tradeshows** selling to groups and sports events



Q3 2025

- **Event/Marketing Sponsorship Request form**
- **Economic Impact Report Request form**
- **Resident sentiment survey**
- \$112,000 to David Street Station for **Ice Chiller**
- \$100,000 to City of Casper for **Wayfinding Signage**
- \$25,000 to **Indian Relay Races** at the Central Wyoming Fairgrounds
- \$73,000 to Natrona County for **Wayfinding Signage**
- \$105,000 to **Hells Half Acre improvements**
- \$66,000 to **community tourism education program**



Q4 2025

- **Destination Business Plan**
- **Tourism Master Plan** updated
- **WOT International tourism training** in Casper
- **2024 audit** complete & clean
- **100+ economic impact reports** completed
- **Destination Guide** and **Downtown Pocket Map** sales
- Staff attended **WHTC Fall Summit**
- Always-on, industry-leading **marketing**



Q1 2026

- **Destination Guide** produced & distributed
- **Downtown Pocket Map** produced & distributed
- **Tourism Master Plan** adopted & produced
- \$25,000 to City of Mills
- **Wayfinding**
- Staff attended Wyoming **Governor's Hospitality & Tourism Convention**
- Always-on, industry- leading **marketing**

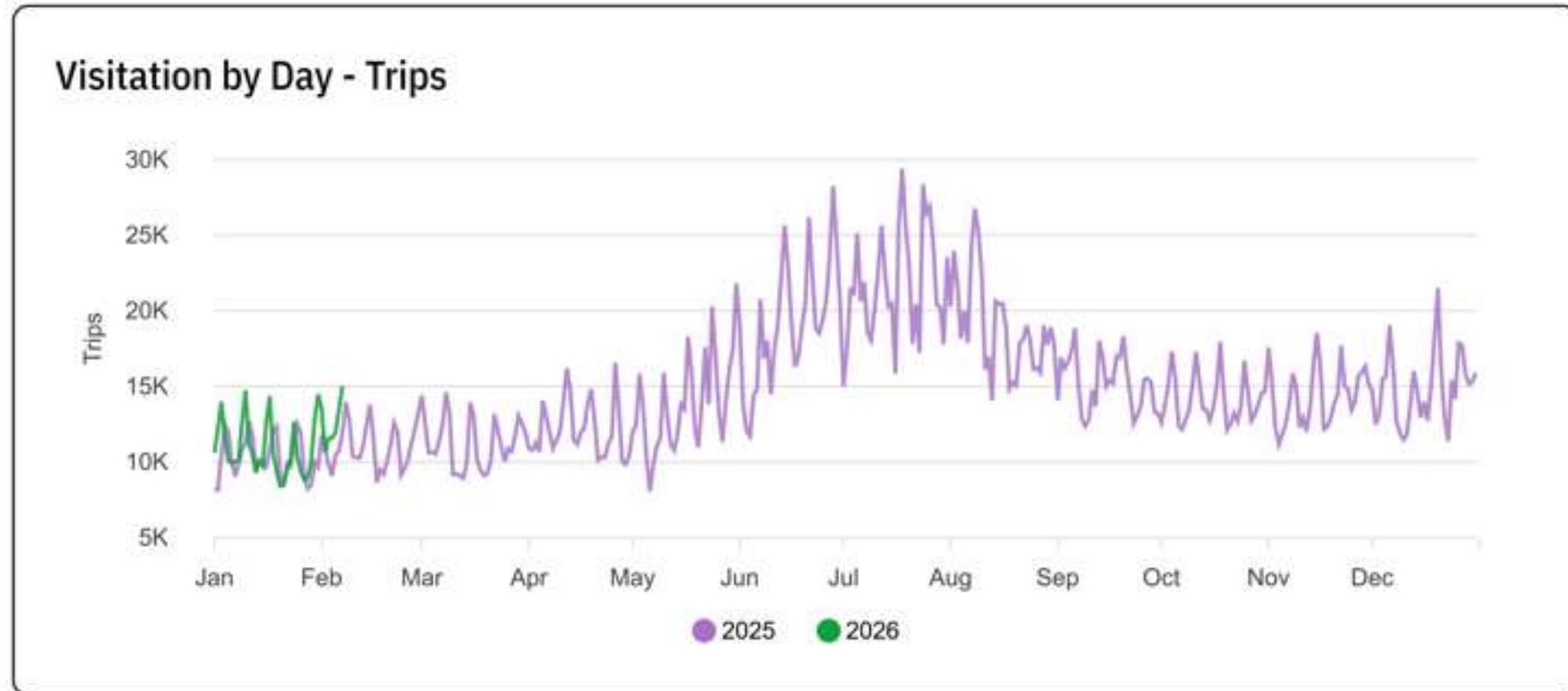


Coming up in 2026

- Partnership project: **Pathways National Heritage Area** with Carbon County
- Staff attending: **International Roundup & Sports ETA, Tourism Academy, Destinations International Sales Summit and Annual Convention**
- National Travel & Tourism Week **Luncheon**
May 4
- **CNFR, CWER**
- **Hells Half Acre** upgrades complete, **ribbon cutting May 7**
- **Three new videos** focusing on outdoor

Countywide Visitation/Seasonality

Item #1.



Global Filters

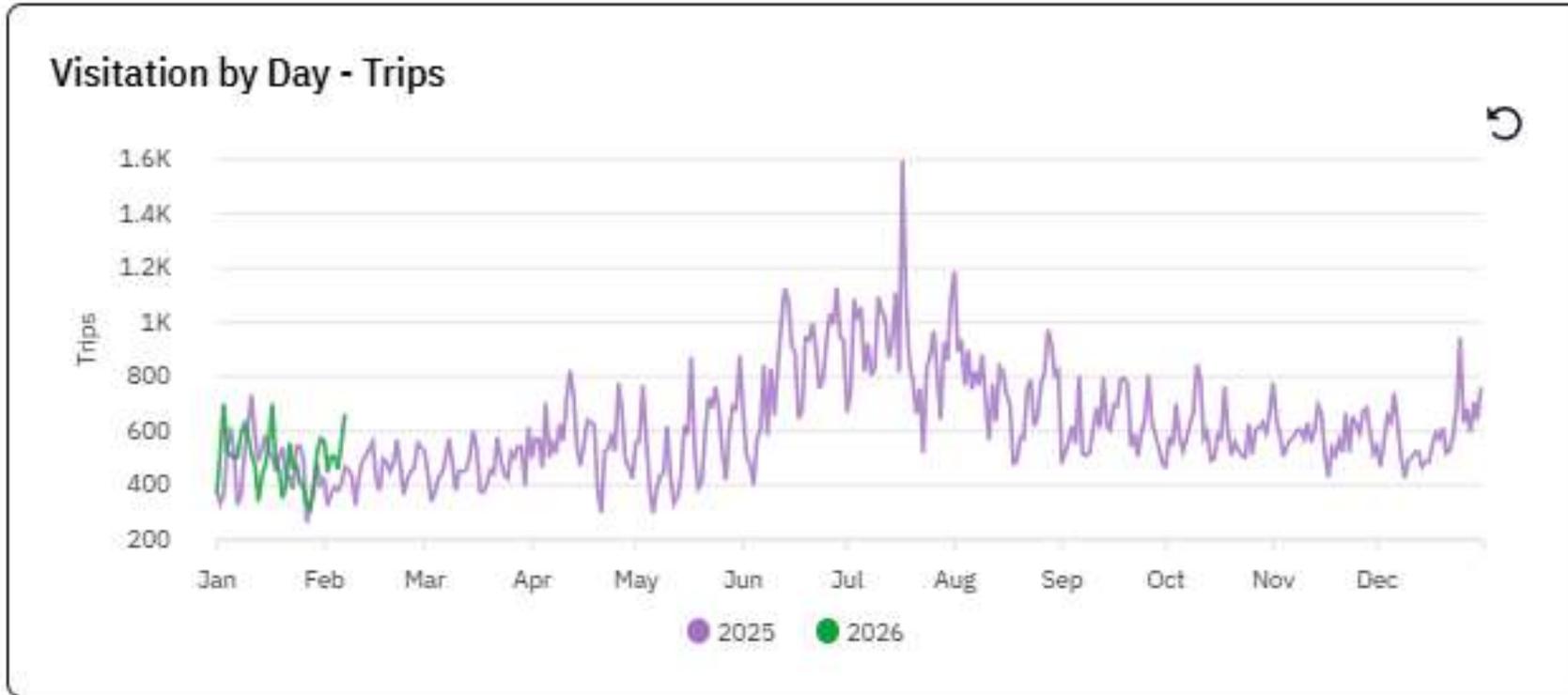
Advanced Filters

Caladan 1.2 Model | © Datafy - All Rights Reserved

Geolocation estimates are generated from a statistical model which has been trained using historical behavior. The specific results are based on an observed sample of devices that meet the specified filter settings.



Mills Visitation/Seasonality



Global Filters

Advanced Filters

Caladan 1.2 Model | © Datafy - All Rights Reserved

Geolocation estimates are generated from a statistical model which has been trained using historical behavior. The specific results are based on an observed sample of devices that meet the specified filter settings.



Lodging Tax Collections by Natrona County Communities FY25

Natrona County

\$100,715

Casper

\$2,011,809

Edgerton

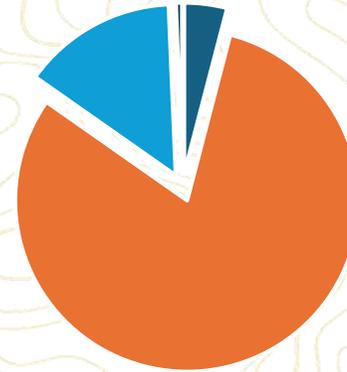
\$8

Evansville

\$363,437

Mills

\$2,033



- Natrona County
- Casper
- Edgerton
- Evansville
- Mills
- Midwest

Industry Updates

State Updates

- Domenic Bravo new WOT Executive Director
- Glenn Gardner with WOT attends Visit Casper Board meetings
- New Destination Development funds notifications in June, 2026

National Updates

- Annette will attend Destinations International Annual Convention maintaining CDME certification
- Visit Casper officers and CEO attended 2026 Board Leadership Symposium
- Visit Casper continues to boast DMAP accreditation with Destinations International

Industry Trends

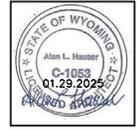
Local Opportunities

- Small and medium-sized groups/meetings (prop up rates)
- Sports (volume and off-peak visitation)
- Leveraging geolocation-linked marketing tools to hyper-target visitors (spend less per visitor acquired)

Local Challenges

- Economic forces & cost pressures
- Limited transportation/accessibility (availability and reliability of flights with only one carrier)
- Inability to secure larger groups for

Questions?

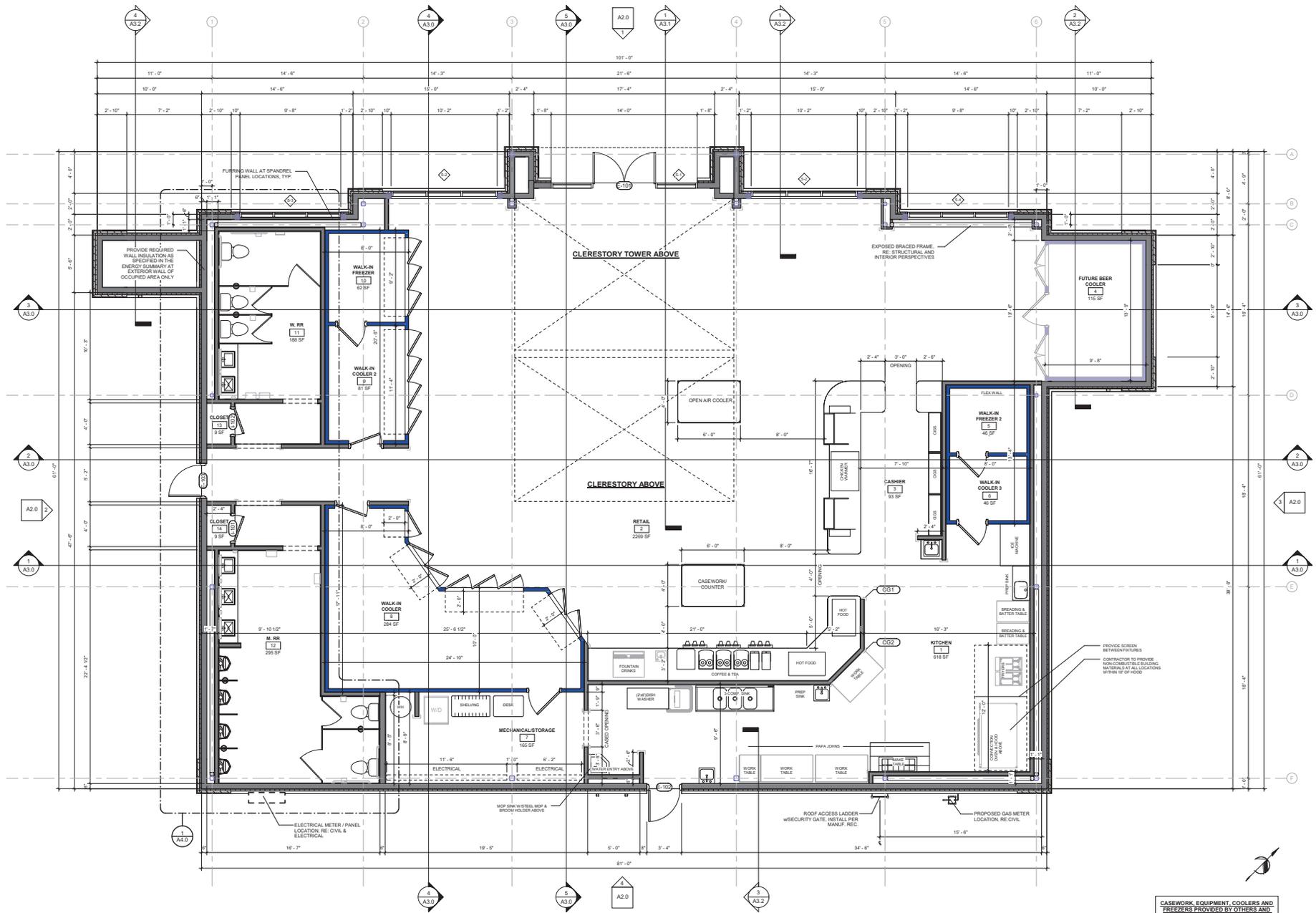


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E-mail: info@hauserarchitects.com

BIG D OIL - MILLS, WY.
5685 Yellowstone Hwy, Mills, WY, 82601
FLOOR PLAN

REVISIONS	DATE
BUILDING PERMIT SET	01/20/2025

SHEET **A1.0**



1 FLOOR PLAN
1" = 1/4"

4,720 GROSS SQUARE FOOTAGE

CASEWORK, EQUIPMENT, COOLERS AND FREEZERS PROVIDED BY OTHERS AND ARE SHOWN FOR REFERENCE ONLY.