

MINUTES  
**Hot Springs Travel & Tourism**  
May 19, 2015

1. **CALL TO ORDER** – President Cindy Ellison called the meeting to order at 1:02 p.m. at the Hot Springs State Park Headquarters. Those present were Board members Ellison, Kevin Skates, Angie Guyon, Ernest Cummings, Sandy Newsome and Dan Moriarity. Absent from the meeting was Ross Rhodes. Also in attendance was Tourism Director Amanda Moeller, Zach White (Independent Record), Sue Blakey (Greater Learning Foundation), and Barb Heinze (Chamber of Commerce).
2. **GUESTS** – Sue Blakey answered questions of the Board regarding the Special Event Funding request for the Greater Learning Foundation’s Art Stroll, deeming the event important for tourism diversification.
3. **APPROVAL OF AGENDA** – Angie moved to approve the agenda as presented. Dan seconded the motion. With no further discussion, motion passed.
4. **APPROVAL OF APRIL 21, 2015 MINUTES** – Kevin moved to approve the minutes as presented. Ernest seconded the motion. With no further discussion, motion passed.
5. **FINANCIAL REPORT** – The Board discussed how the lodging tax is deposited into Hot Springs Travel & Tourism’s account two months after collection by the lodging establishments. For example, money deposited in May is the tax collected in March.
6. **OLD BUSINESS**
  - a. Preliminary Budget FY 2015/2016 – Angie moved to approve \$4,000 to the Greater Learning Foundation for their Special Event Funding Request in line item 5614 for FY 2016. Dan seconded the motion. With no further discussion, motion passed.
  - b. Bylaws (Cindy, Ernest, Ross) – The committee meeting was cancelled. No action taken at this time.
  - c. Small billboards west of town (Dan) – Amanda has established an account at Owl Lumber for the Art Guild to acquire the necessary supplies to complete the project. Paint will need to be special ordered. Dan has spoken with Tom Butler and Amanda has spoken with Joe Moon. It has been made clear that the Board would like to see what the Art Guild has planned for the Board by the June meeting, and the project completed by June 30, 2015.
7. **NEW BUSINESS**
  - a. Smoking Waters Golf Tournament – Kevin moved to approve \$1,000 for the 2015 event from line item 5609, “Other Request.” Angie seconded the motion. With no further discussion, motion passed.
8. **DIRECTOR’S REPORT**

- a. Upcoming summer events – Immediate upcoming events are 3-On-3, Freedom Run, Hot Spot Car Rally (using the OPOLIS branding), Rodeo, POTE. The Car Rally, Rodeo, and POTE are utilizing the Gillette digital billboards.

**9. OPEN FLOOR DISCUSSION**

- a. Barb Heinze pointed out several errors on Thermopolis.com
  - i. No phone number listed on site
  - ii. Outdated information
    - 1. Blimpie’s still listed
    - 2. Teepees
- b. Ernest asked if the Visitor Center number could be used. Barb will ask the Chamber Board.
- c. Discussion ensued regarding the reasons why there are two separate websites.
- d. Amanda presented an idea about an alternate parade route that had been discussed at the Retail Committee meeting. She would like to see the Pageant Days Parade start in front of the Chamber or on Senior Avenue and go through the Park. Visitors could sit along the street in the Park and upon conclusion of the parade, be in proximity of the Craft Fair and Folk Festival. Since the Entire Pageant is devoted to the Park, it seems logical to also include the parade in the Park.
- e. Kevin would like to add a discussion on the Special Funding process to the next meeting’s agenda. The Board needs to take a strong look at how money is utilized in promotion of these events as it relates to Thermopolis/Hot Springs County as a whole.
- f. Ernest discussed statistics and would like to invite other moteliere to a meeting, perhaps with the Chamber, to lay out why statistics are important. Points such as business versus leisure, where guests are coming from, length of stay, average daily rates, and other basic information can assist the Board in marketing strategy. Ernest would also like to concentrate on finding a way to encourage guests to stay one more night in Thermopolis versus traveling on to Cody.

**10. EXECUTIVE SESSION** – Kevin moved to excuse all persons other than Board members for Executive Session for discussion of Contracts. Dan seconded the motion. Closed session lasted for approximately one hour. Sandy moved to resume regular meeting. Kevin seconded the motion. Kevin moved to offer Cowgirl Consulting, LLC a one-year contract at \$42,500. Angie seconded the motion. A new contract will be written by the Board at a special executive work session to be held June 2, 2015 at the State Park Headquarters. Contract will be completed for consultant review on or before next regular meeting. Sandy called the question. With no further discussion, motion passed.

**11. NEXT MEETING DATE** – June 16, 2015 Hot Springs State Park Headquarters

**12. MEETING ADJOURNED** – 3:45 p.m.