

MINUTES
Hot Springs Travel & Tourism
June 16, 2015

1. **CALL TO ORDER** – President Cindy Ellison called the meeting to order at 1:04 pm at the State Park Headquarters. Members present were Ellison, Sandy Newsome, Ernest Cummings, Dan Moriarity, Carl Leyba, Kevin Skates, Angie Guyon, and Tourism Director Amanda Moeller. Guests in attendance were Tom Butler and Joe Moon (Smoking Waters Art Guild), Collette Spain (Paintbrush Inn), Barb Heinze and Meri Ann Rush (Chamber of Commerce).
2. **APPROVAL OF AGENDA** – Carl moved to approve the agenda with the addition of “6g. Contract with Chamber of Commerce for weekend worker.” Kevin seconded the motion. With no further discussion, motion passed.
3. **APPROVAL OF MAY 9, 2015 MINUTES** – Carl moved to approve the minutes as presented. Dan seconded the motion. With no further discussion, motion passed.
4. **FINANCIAL REPORT**
 - a. Final FY 2016 Budget Approval – Angie moved to table. Carl seconded the motion. Discussion regarding billboards, special event funding, and potential use of advertising agencies led the Board to schedule a work session on June 29, 2015. Motion passed to table until after the work session.
5. **OLD BUSINESS**
 - a. Bylaws/Mission Statement – Carl recommended contacting WTIC to utilize what they already have in place. A new Bylaw committee was formed of Carl, Angie, and Cindy. Amanda will contact WTIC to collect information.
 - b. Small billboards west of town (Dan & Amanda) – A presentation was made by Mr. Moon and Mr. Butler regarding the proposed artwork ideas for the billboards. Carl moved to allocate \$1,200 for the project to be completed no later than September 30, 2015. Sandy amended the motion for the funding to come out of the “Other” Billboard Maintenance line item. Kevin seconded the motion. With no further discussion, motion passed.
 - c. Digital Signage in Thermopolis – Amanda spoke with Tony Nettles, and he is still planning on installing a large digital sign at his upcoming restaurant on the south side of town. The Board is interested in paying for part of the sign if the HST&T logo can be displayed and all events will be displayed on the board. Carl asked that Amanda stay in contact with Mr. Nettles and continue to bring information to the Board.
 - d. Madden Media – Angie and Amanda will work together on this project since Angie is already sending out emails. Amanda will work on a few pdf’s that will be sent out quarterly.
 - e. Thermopolis.com – There seems to be a lag in getting information on the website updated in a timely manner. Meri Ann suggested Brooks Young at Dark Bay Arts. Carl suggested Wyoming.com.

6. NEW BUSINESS

- a. Special Event Funding Process – Kevin proposed to the Board that HST&T do away with its Special Event Funding program. He suggested that the same money could be spent to advertise the events on their behalf by the Board in a more efficient and effective manner if the Board purchased large quantities of television time or ad space. He maintains that too many of the events are only advertising locally and that it isn't benefitting the motels, which is where the advertising money comes from in the first place. Several Board members agreed. The issue was tabled until after the work session.
- b. Co-op Billboard with Park County Travel Council – The Shoshoni Billboard that is shared with Cody will be \$217/month this year. Carl moved to approve the continued partnership and funding for the billboard. Kevin seconded the motion. With no further discussion, motion passed.
- c. Winter Advertising – Keys to the City will run again this year. Also discussed was gathering information on out-of-state hunting permits.
- d. Billboards – Tabled until after the work session.
- e. Pandora Radio – Cody utilizes an ad agency for this service, which is very expensive.
- f. Thermop App – Carl made a brief presentation on why we need the Thermop app. It would be everything we have to offer in an app.
- g. Contract with the Chamber of Commerce for weekend worker – Sandy moved to approve the contract with the Chamber with changes. Kevin seconded the motion. After some discussion on leftover funds, motion passed.

7. OPEN FLOOR DISCUSSION

- a. Community Coffee/Tour 23

8. EXECUTIVE SESSION – Sandy moved to excuse all non-Board members and go into Executive Session to discuss contracts. Kevin seconded the motion.

Carl moved to exit Executive Session and resume regular meeting. Kevin seconded the motion. A draft contract was given to Amanda (Cowgirl Consulting, LLC) for consideration.

9. NEXT MEETING DATE – July 21, 2015 at the Museum.

10. MEETING ADJOURNED