

MINUTES
Hot Springs Travel & Tourism
January 20, 2015

1. **CALL TO ORDER & ROLL CALL** – Board President, Cindy Ellison, called the meeting to order at 1:07 pm at the Hot Springs County Museum. Those present were Ellison, Kevin Skates, Ernest Cummings, Dan Moriarity, Sandy Newsome, Angie Guyon, and Amanda Moeller. Guests were Barb Heinze (Chamber of Commerce) and Zach White (Independent Record). Absent was Ross Rhodes.
2. **APPROVAL OF AGENDA** - Kevin moved to approve the agenda as presented. Sandy seconded the motion. With no further discussion, motion passed unanimously.
3. **APPROVAL OF DECEMBER 16, 2014 MINUTES** – Dan moved to approve the minutes as written. Cindy seconded the motion. With no further discussion, motion passed.
4. **FINANCIAL REPORT** – Amanda presented the financials, ledgers, and graphs. No action taken.
5. **OLD BUSINESS**
 - a. Small billboards west of town (Dan) – Dan reported that he had spoken with Tom Butler from the Art Guild. The Art Guild will reface the boards if the LTB will pay for materials. They would like to advertise the Friday Art Stroll. The Board agreed that this would be fine, but stipulated that the LTB would like to see all proposed artwork prior to it being displayed on the billboards.
 - b. Dan also mentioned south-side billboards; and he will speak with John Gerrells regarding placement of a billboard on his west side property.
6. **NEW BUSINESS**
 - a. Spring Campaign – “Get Into Hot Water” Spring Break - The Board approved of the ad campaign slogan. Amanda will be running this on radio, tv, and billboards.
 - b. Special Event applications – Advertising for special events will begin February 5th and close March 27th.
7. **DIRECTOR’S REPORT**
 - a. Governor’s Hospitality & Tourism Conference Feb 8-11
 - b. Other Advertising
 - i. Keys to the City Campaign
 1. Community Involvement – This has been a great campaign for many businesses in town. It will come to an end February 15th.
 - ii. North American Tour Magazine – The refund has come in, and a copy of the ad is available.
 - iii. Wedding Shows – HST&T will not be attending any wedding expos this year.
 - iv. Gillette News Record
8. **OPEN FLOOR DISCUSSION**
 - a. Motel Visits – Schedule more for next meeting.
9. **NEXT MEETING DATE** – February 17, 2015
10. **MEETING ADJOURNED** – Cindy called adjournment at 1:47 pm.