

Minutes
Hot Springs Travel & Tourism
February 17, 2015

1. **CALL TO ORDER & ROLL CALL** – 1:05 pm, President Cindy Ellison called the meeting to order at the Hot Springs County Museum. Those present were Board Members Cindy Ellison, Ross Rhodes, Dan Moriarity, Kevin Skates, and Tourism Director Amanda Moeller. Board members absent were Sandy Newsome, Angie Guyon, and Ernest Cummings. Guests present were Collette Spain (Paintbrush Inn), Cherrie Wychgram (Wyoming Whiskey), Deb Tudor (Black Bear Café), and Zach White (Independent Record).
2. **APPROVAL OF AGENDA** – Kevin moved to approve the agenda as presented. Ross seconded the motion. With no further discussion, motion passed unanimously.
3. **APPROVAL OF JANUARY 20, 2015 MINUTES** – Ross moved to approve the January 20th meeting minutes as written. Kevin seconded the motion. With no further discussion, motion passed unanimously.
4. **FINANCIAL REPORT** – Amanda gave the financial report on income and expenditures. No action taken.
5. **OLD BUSINESS**
 - a. Signature Cards – Pinnacle Bank – Those members present signed the signature cards.
 - b. Cheyenne & Casper Billboards – Dan moved to drop the Casper billboard in June when it comes up for contract renewal. Kevin seconded the motion. The Board discussed the location and visibility of the billboard versus cost to re-face and maintain it. Dan suggested that Amanda contact Triple R to notify them that we will not be renewing that contract. With no further discussion, motion passed.
 - i. Lamar western WY available Boards – Kevin moved to drop the Cheyenne billboard, and contact Lamar for the Evanston #1 (presented). Ross seconded the motion. Discussion regarding the locations and visibility for the various billboards along I-80 in the western part of the state between Evanston and Rock Springs was held. The Board agrees that they do not want a left hand read board. With no further discussion, motion passed.
 - c. Keys to the City – Amanda reported that the winter promotion was concluded and will have a report on keys distributed by next month. There are several keys leftover. Upon Amanda's recommendation, Kevin moved to donate the left over key chains to the Chamber of Commerce for distribution in conference bags, with emphasis on the events that HST&T currently sponsors. Ross seconded the motion. Cherrie Wychgram reported that Wyoming Whiskey saw the use of about twenty keys used there. Deb Tudor reported that keys were used 89 times in her business. Deb also mentioned that she had spoken with several customers staying in participating motels that had not promoted the key. She opted to give the discount anyway as a promotion of the program and for Thermopolis. Both ladies felt the promotion was a benefit to their businesses. Collette Spain was in agreement, and said that she had been giving them to every patron. With no further discussion, motion passed.

6. NEW BUSINESS

- a. Thermopolis Wedding Expo – Amanda reported that the wedding expo for this year has been slated for April, but that the person who had originally wanted to put it on was no longer returning calls, so it may not happen this year.

7. DIRECTOR'S REPORT

- a. Governor's Hospitality & Tourism Conference Feb 8-11 Report
 - i. Randall Travel Marketing meeting – Amanda, Sandy, and Meri Ann Rush met with the Marketing executives to discuss a plan for Thermopolis.
 - ii. Sticker Program – the WOT Sticker program was discussed and the Board agrees that this is a good promotion to be a part of. Amanda will get pricing information.
- b. Sturgis advertising
 - i. Northern Rockies Rider – The paper is no longer in print. The Top Tours Magazine will be issued this year. Amanda has secured a full page ad in the publication.

8. OPEN FLOOR DISCUSSION

- a. Cindy expressed interest in having a Pet Expo in Thermopolis. This idea has been shared with the Chamber, and these expos are very well attended in other parts of the country.
- b. Dan reported that John Gerrells has given permission to put up a billboard on his property, but also gave notice that it is for sale.

9. NEXT MEETING DATE – March 17, 2015

10. MEETING ADJOURNED – Cindy adjourned the meeting at 2:14 pm.