

Minutes
Hot Springs Travel & Tourism
March 17, 2015

1. **CALL TO ORDER & ROLL CALL** – President, Cindy Ellison, called the meeting to order at 1:02 pm. Members present were Ellison, Ross Rhodes, Ernest Cummings, Sandy Newsome, Angie Guyon, and Tourism Director, Amanda Moeller. Absent from the meeting were Kevin Skates & Dan Moriarity. Guests present were Zach White (Independent Record) and Meri Ann Rush (Chamber of Commerce).
2. **GUESTS** –
 - a. Meri Ann Rush, Chamber of Commerce, discussed that 3-on-3 will be May 30-31st this year. The Chamber Banquet will be March 21st. The Chamber will be holding an annual meeting on April 9th and all are invited to attend. Rocky Mountain International is seeking bids for the 2016 Conference. Meri Ann has partnered with Paula McCormick from Wind River Country to have the participants come to Thermopolis one night for their dinner and a possible FAM tour.
3. **APPROVAL OF AGENDA** – Ross moved to approve the agenda as presented. Angie seconded the motion. With no further discussion, motion passed unanimously.
4. **APPROVAL OF February 17, 2015 MINUTES** – Ross moved to approve the minutes of the last meeting as written. Because Cindy was the only other Board member present at that meeting, she seconded the motion. With no further discussion, motion passed.
5. **FINANCIAL REPORT**
 - a. Budget Amendments FY 2014/2015 – Ross moved to approve the FY 2014/2015 budget line item changes as presented. Sandy seconded the motion. With no further discussion, motion passed.
 - b. Special Event funding applications due March 27th
 - c. Preliminary Budget Meeting FY 2015/2016 – A budget work session was planned for April 6, 2015 at noon at the Museum. Lunch will be provided.
6. **OLD BUSINESS**
 - a. Signature Cards – Pinnacle Bank – Ernest, Angie, and Sandy need to sign.
 - b. Thermopolis Wedding Expo – This event has been put on hold due to lack of interest. It may be re-scheduled to September 2015.
 - c. Small billboards west of town (Dan) – No action taken as Dan is not present.
 - d. Lamar Billboard – Amanda will contact Jackie Dorothy to see if the Wind River Casino would be interested in co-oping a billboard.
7. **NEW BUSINESS**
 - a. Bylaws – Sandy will send a copy of Cody's to Amanda for dissemination to the Board along with a copy of Jackson's. Ernest suggested that the DBA on the insurance policy be checked as well. A committee of Cindy, Ross, and Ernest will work on Bylaws.
 - b. Biker Tours (Cindy) – Cindy presented an idea for the Big Horn Basin Riders to offer tours to incoming bikers. The Board felt it would be difficult to advertise, schedule, and get volunteers for.
 - c. Rocky Mountain International Conference – Sandy moved to commit \$3,000 to the Chamber for expenses of the dinner and transportation for this event. Ross seconded the motion. Although the guests will not be staying the night in Thermopolis, the Board feels that it would be a good opportunity to introduce them to Thermopolis. With no further discussion, motion passed.

- d. WOT Sticker Program – Ross moved to allocate \$4,000 to the Chamber for the Thermopolis sticker, to be used in conjunction with the WOT ad campaign. Sandy seconded the motion. With no further discussion, motion passed.
- e. Board training – Sandy moved to allocate \$35 for the Board to send three people to the University of Wyoming Extension Board Training. Angie seconded the motion. It was decided that Cindy, Ross, and Amanda would attend the 4-part training. With no further discussion, motion passed.

8. DIRECTOR'S REPORT

- a. Sturgis advertising
 - i. Top Tours Magazine
 - ii. Biker In-Cite Map
 - iii. Gillette Billboards – Angie moved to renew the contract with Target Signs to keep the ads on the digital billboards in Gillette. Ross seconded the motion. With no further discussion, motion passed.
 - iv. Cody Visitor Guide
 - v. Gillette Visitor Guide
 - vi. Billings Visitor Guide
- b. Keys to the City Report
- c. Adbay – Movie trivia ad – Trivi-OPOLIS

9. OPEN FLOOR DISCUSSION

- a. Trip Advisor – Cindy presented the Board with a review submitted by the Roundtop Motel. The Board discussed its role in these reviews and the role of businesses to respond.

10. EXECUTIVE SESSION – Sandy moved to excuse all non-Board Members and go into Executive Session for Personnel discussion. Angie seconded the motion.

I have no further notes, as I was not present.

11. NEXT MEETING DATE – April 21, 2015

12. MEETING ADJOURNED