

MINUTES
Hot Springs Travel & Tourism
July 21, 2015

1. **CALL TO ORDER** – Vice President Kevin Skates called the meeting to order at 1:05 pm at the Hot Springs County Museum and Cultural Center. Those present were Board members Skates, Sandy Newsome, Carl Leyba, Rick Tudor, Angie Guyon, and Tourism Director Amanda Moeller. Members absent were Cindy Ellison and Ernest Cummings. Guests in attendance were Barb Heinze (Chamber of Commerce) and Holly Thomas (Independent Record).
2. **APPROVAL OF AGENDA** – Carl moved to approve the agenda with the addition of 6c. Chamber of Commerce request of \$650 for WOT Stickers. Rick seconded the motion. With no further discussion, motion passed.
3. **APPROVAL OF JUNE 16, 2015 MINUTES** – Carl requested more time to review previous month's minutes before approval.
4. **OLD BUSINESS**
 - a. Special Event Funding (Tabled from last meeting) – Angie recommended building a template and draft letter by the September meeting.
 - b. Billboards (Tabled from last meeting) – Angie moved to accept the proposed billboard maintenance schedule for this fiscal year to include Buffalo I-90, Wapiti, and Hessenthaler, as well as the small boards west of town. Sandy seconded the motion. Discussion ensued on which billboards were necessary to keep, and which billboards were redundant. The consensus was that the budget approval would reflect which billboards would be kept. With no further discussion, motion passed.
 - c. Madden Media – Angie & Amanda (Tabled from last meeting) – Carl moved to use \$2,970 from the contingency line item (5705) for the purpose and expense of Constant Contact, to be used in conjunction with the email campaign with Madden Media/Forever West. Rick seconded the motion. Angie agreed that Constant Contact was a useful tool to utilize for mass emailing. At the meeting with Angie, Amanda, and Jeff from Madden, it was made clear that the Dinosaur Museum and HST&T could not partner as thought earlier because they would not have the same email lists. Amanda already has over 20,000 leads, so the bigger package will be necessary. With no more discussion, motion passed.
 - d. Winter Promotion – Keys to the City will be November 14, 2015 – February 14, 2016. Amanda will get a letter out to the participants from last year to get the ball rolling. Angie and Amanda will get together and choose some keychains for the Board to choose from.
5. **NEW BUSINESS**
 - a. International Co-op WOT – Carl moved to allocate up to \$10,000 for the project with the condition that the Board's first choice is the Discover America website, second choice is the in-language video in German. Rick seconded the motion. After much discussion, motion passed.

- b. Signature Cards at Pinnacle Bank – Sandy moved to request updated signature cards at Pinnacle Bank on accounts *****6565 and *****6443 with all current Board members: President Cindy Ellison, Vice President Kevin Skates, Treasurer Sandy Newsome, Secretary Angie Guyon, Ernest Cummings, Carl Leyba, Rick Tudor, and Tourism Director, Amanda Moeller. Angie seconded the motion. With no further discussion, motion passed.
- c. Chamber request for \$650 for WOT stickers- Carl moved to transfer \$650 from 5609 to 5404 and pay the Chamber as soon as possible. Angie seconded the motion. With no further discussion, motion passed.

6. FINANCIAL REPORT

- a. Final FY 2016 Budget Approval – Carl moved to accept the FY 2016 Budget as proposed with the ability to amend at future dates. Angie seconded the motion. With no further discussion, motion passed.

7. OPEN FLOOR DISCUSSION

- a. Community Coffee – Branding “Wyoming’s Hidden Paradise” – Amanda shared that after several discussions, most people are happy with and happy to use the OPOLIS branding.
- b. Kevin shared that this coming year marks the 100th Anniversary of the Swinging Bridge and Bison in the HSSP. He welcomed ideas for celebrating and decorating.
- c. Angie reminded everyone that 8/6-8/8 is the 20th Anniversary of the Wyoming Dinosaur Center. There will be several events for the whole family.

8. EXECUTIVE SESSION

- 9. **NEXT MEETING DATE** – August 18, 2015

10. MEETING ADJOURNED