

MINUTES  
**Hot Springs Travel & Tourism**  
September 15, 2015

1. **CALL TO ORDER** – President Cindy Ellison called the meeting to order at 1:05 pm. Those present were Ellison, Sandy Newsome, Kevin Skates, Ernest Cummings, and Tourism Director Amanda Moeller. Guests in attendance were Durward Jones (Independent Record) and Barb Heinze (Chamber of Commerce). Absent from the meeting were Angie Guyon, Carl Leyba, and Rick Tudor.
2. **APPROVAL OF AGENDA** – Kevin moved to approve the agenda as presented. Sandy seconded the motion. With no further discussion, motion passed.
3. **APPROVAL OF AUGUST 18, 2015 MINUTES** – Kevin moved to approve the minutes as written. Sandy seconded the motion. With no further discussion, motion passed.
1. **FINANCIAL REPORT**
  - a. Television – Amanda reported that at some point in the future funds may need to be moved to accommodate the KULR television advertising, but at this point, she was not sure when things would be underway with K2 in Casper. The Board agreed to wait until it was necessary to move the monies.
2. **OLD BUSINESS**
  - a. Waltman Billboard Agreement – Kevin moved to accept the agreement with Tracey Sve at \$100 per month for five years on the Waltman billboard. Ernest seconded the motion. Amanda is still seeking an advertiser for the backside of the billboard. With no further discussion, motion passed.
  - b. Billboards – Sandy moved to re-face the four billboards with the following advertising:
    - i. Wapiti – FUNOPOLIS (people in the pool)
    - ii. Buffalo I-90 – THERMOPOLIS (people in the pool)
    - iii. Hessenthaler – WOT Thermopolis Sticker
    - iv. Waltman – FISHOPOLISErnest seconded the motion. The Sticker billboard will be the first use in the state of the sticker as a billboard. With no further discussion, motion passed.
3. **NEW BUSINESS**
  - a. Radio Advertising – Basin Radio – Amanda has reached out and will begin advertising on five stations in and around Gillette beginning in October to advertise through the winter.
  - b. Fall Tourism Summit – Riverton – Amanda encouraged the Board to attend the Summit if they were interested in going. She has emailed out the information.
4. **OPEN FLOOR DISCUSSION**
  - a. 2017-18 Senior Olympics – Worland and Laramie have put in bids for the event. If Worland gets the bid, Thermopolis is likely to see overflow, and should see a rise in guests.

- b. Casper Billboard (Carl) – Carl asked Amanda to present the Board with the idea of a billboard in Casper. The Board agrees that it is a good idea and would like Amanda to seek out both traditional and digital options.

**5. DIRECTOR REPORT**

- a. Summary of weekly reports
- b. Discussion on “The Good Dinosaur” – Thermopolis has a great opportunity due to the expected popularity of the Disney-Pixar movie coming out at Thanksgiving.
- c. Amanda is meeting with another walking tour app person Wednesday (tomorrow, 9/16) to get information and a quote.

6. **NEXT MEETING DATE** – October 20, 2015

7. **MEETING ADJOURNED**