

MINUTES
Hot Springs Travel & Tourism
January 19, 2016

1. **CALL TO ORDER** – Vice President, Kevin Skates, called the meeting to order at 1:05 pm at the Museum in the President’s absence. Those in attendance were Board Members Skates, Sandy Newsome, Angie Guyon, Cindy Ellison, Rick Tudor, Carl Leyba, and Tourism Director Amanda Moeller. Durward Jones (Independent Record) was also present. Absent from the meeting was Ernest Cummings.
2. **APPROVAL OF AGENDA** – Sandy moved to approve the agenda as presented. Angie seconded the motion. With no further discussion, motion passed.
3. **APPROVAL OF DECEMBER 8, 2015 MINUTES** - Sandy moved to approve the minutes of the December 8, 2015 meeting as presented. Rick seconded the motion. With no further discussion, motion passed.
4. **FINANCIAL REPORT** - Kevin moved to approve the financial report as presented. Cindy seconded the motion. Amanda presented the Board with the deposit information, which is substantially lower than in years past for the month. However, the lodging tax income is still 11% higher for the year. With no further discussion, motion passed.
5. **OLD BUSINESS** – None at this time.
6. **NEW BUSINESS**
 - a. Waltman/Worland Billboards – DINO-OPOLIS – Kevin moved to accept the billboards with possible changes. Cindy seconded the motion. Discussion on the text of the billboard (“Are we there yet?”) was discussed as a possible change. With no further discussion, motion passed.
7. **DIRECTOR REPORT**
 - a. Keys to the City – Amanda reported that she has no more keys in stock. She will be redistributing them between motels.
 - b. Governor’s Conference – Angie, Rick, Amanda and Sandy will be attending the conference.
 - i. One on One with Berkley at 8:15 am, Tuesday 2/23/16
 - c. Special Event Funding Applications – Amanda reported that the changes have been made and the advertising in the IR began January 15th.
 - d. Spring Campaign/Advertising – Last year “Get into Hot Water” was the spring break campaign. The Board agreed that that would work for this year as well; K2 in Casper already has a commercial for that campaign. Carl asked when the KULR in Billings commercials will end. Amanda reported that the Billings commercials end in February.
 - e. Wedding Show in March (?) – Amanda has been notified that there may be a wedding show held in Thermopolis in March.

8. OPEN FLOOR DISCUSSION

- a. Sandy reported that the Wyoming Office of Tourism has requested \$33M in the state budget this year.
 - b. Amanda will be trying to get Chris Brown to the March meeting to discuss the upcoming ballot for lodging tax. She will also invite Meri Ann Rush from the Chamber of Commerce to attend the March meeting.
9. **NEXT MEETING DATE** – Due to a lack of quorum, the February 16, 2016 meeting has been canceled. The next meeting will be March 15, 2016. Amanda will email or hand deliver the February Board packets.

10. MEETING ADJOURNED