

MINUTES
Hot Springs Travel & Tourism
October 18, 2016

1. **CALL TO ORDER** 1:02 pm President Carl Leyba called the meeting to order at the Hot Springs County Museum and Cultural Center. Those in attendance were Leyba, Rick Tudor, Sandy Newsome, Angie Guyon, Bre Mead, and Amanda Moeller. Kevin Skates was absent from the meeting. Guests were Mark Dykes (Independent Record) and Barb Heinze (Chamber of Commerce).
2. **APPROVAL OF AGENDA** Rick moved to approve the agenda as presented. Angie seconded the motion. With no further discussion, motion passed.
3. **APPROVAL OF AUGUST 16, 2016 MINUTES** Sandy moved to approve the minutes of the August 16, 2016 meeting. Rick seconded the motion. There are no minutes from September as there was no meeting for lack of quorum. With no further discussion, motion passed.
4. **FINANCIAL REPORT** Angie moved to approve the financial report as given. Rick seconded the motion. With no further discussion, motion passed.
5. **OLD BUSINESS**
 - a. Bylaws Update – Amanda has spoken with Jerry Williams, County Attorney, and he has been held up with trial work. He will get back to her as soon as he can regarding the Bylaws.
6. **NEW BUSINESS**
 - a. McCumber Billboard- Carl recommended moving \$1700 from Contingency to the maintenance line item for that billboard to replace the vinyl. Amanda will have a firm price by the next meeting. Item tabled.
 - b. Dining with Dinosaurs Gala Special Event Funding – Angie recused herself from the discussion and vote. Rick moved to approve \$2500 from line item 5609 for the advertisement of the Gala. Bre seconded the motion. With no further discussion, motion passed.
7. **DIRECTOR REPORT**
 - a. Keys to the City – Amanda reported that nearly all the businesses in town are on board for this year’s promotion. She recommends that advertising should be “May not be available at all locations” rather than list out all participants.
 - b. PAC Update – Amanda has met with Greg Willson to get all municipalities the fact sheet. Amanda also attended the October 6th Candidate Forum with Greg, who presented the initiative to the crowd.
 - c. Game & Fish – Amanda has repeatedly attempted to contact G&F for a list of out-of-state hunters’ contact information. Carl suggested talking to Dan Herring.

- d. Amanda provided the Board with 3rd quarter Travel App statistics. Overall there were 3 times more downloads than the last quarter.
 - e. Amanda presented the Board and guests with an advertising opportunity for a motorcycling WY map.
 - f. The EDC survey question regarding tourism and the responses were presented to the Board.
- 8. OPEN FLOOR DISCUSSION** Sandy reported on the Fall Tourism Summit. There will be new ads released at the Governor's Conference. The Wyoming Office of Tourism is experiencing more cuts to their budget.
- 9. NEXT MEETING DATE** – November 15, 2016
- 10. MEETING ADJOURNED** 1:43 pm