

MINUTES
Hot Springs Travel & Tourism
October 20, 2015

1. **CALL TO ORDER** – President Cindy Ellison called the meeting to order at 1:03 pm at the Hot Springs County Museum. Those present were Board members Ellison, Kevin Skates, Carl Leyba, Rick Tudor, Tourism Director Amanda Moeller, Barb Heinze (Chamber of Commerce) and Durward Jones (Independent Record). Absent from the meeting were Board members Angie Guyon, Sandy Newsome, and Ernest Cummings.
2. **APPROVAL OF AGENDA** – Carl moved to approve the agenda as presented. Kevin seconded the motion. With no further discussion, motion passed.
3. **APPROVAL OF SEPTEMBER 15, 2015 MINUTES** – Carl asked that the item be tabled until later in the meeting. After the Director’s Report, Cindy asked for a motion on the September minutes. Kevin moved to approve the minutes from September 15, 2015. Carl seconded the motion. With no further discussion, motion passed.
1. **FINANCIAL REPORT** – Amanda reported that all of the billboards have been completed. The Art Guild is working on getting the small boards up on the west side of Thermopolis. Photos were available of the artwork. The Wyoming Dinosaur Center has offered to assist the Art Guild and Amanda with the installation process. Also reported was that the county has had another high lodging tax month compared to this same time last year. Kevin moved to approve the financial report. Rick seconded the motion. With no further discussion, motion passed.
2. **OLD BUSINESS**
 - a. Walking Tour App – Amanda presented bids from two separate companies for a tourism app for Thermopolis. Carl suggested information from the restaurants such as hours of operation and weekly menus be available on the app. The app proprietor would need to be in contact regularly with the businesses to gather the information. At this point, the less expensive of the two only offers annual updates. After much discussion regarding the points of both, the Board has asked Amanda to gather more information before making a decision.
 - i. Touch Point Designs
 - ii. Madden Media
 - b. Special Event Funding process – The Board will determine a date for a work session at the next meeting. Once the work session has been held, an open work session will be held inviting special event grantees to offer their insight to the process.
 - c. Bylaws – The updated Lodging Tax manual has arrived. Amanda has also contacted the WTIC to request other communities’ Bylaws to use as a reference. Carl and Cindy will be working on the Bylaws.

3. NEW BUSINESS

- a. Election of Officers – Kevin moved to elect the following slate of officers for the 2015-2016 year:
 - i. President: Carl Leyba
 - ii. Vice President: Kevin Skates
 - iii. Treasurer: Angie Guyon
 - iv. Secretary: Rick Tudor

Rick seconded the motion. With no further discussion, motion passed.

4. OPEN FLOOR DISCUSSION

- a. Keys to the City begins November 13 – There are still a few businesses from last year that have not yet confirmed for this year, but the majority have been positive. Only one business declined to participate so far.
- b. November 2016 Lodging Tax up for renewal – Amanda has invited Chris Brown from WTIC to come in March to give the Board a presentation on renewal practices, PACS, and other pertinent information.
- c. Carl would like to see Trip Advisor comment cards around town for positive feedback and good reviews.

5. DIRECTOR REPORT

- a. Summary of weekly reports

6. NEXT MEETING DATE – November 10, 2015

7. MEETING ADJOURNED – 2:06 pm