

MINUTES
Hot Springs Travel & Tourism
November 10, 2015

1. **CALL TO ORDER** – President Carl Leyba called the meeting to order at 1:03 pm at the Hot Springs County Museum. Those present were Leyba, Sandy Newsome, Angie Vetos, Ernest Cummings, Kevin Skates, Cindy Ellison, Rick Tudor, Amanda Moeller, and Durward Jones (Independent Record).
2. **APPROVAL OF AGENDA** – Sandy moved to approve the agenda as presented. Rick seconded the motion. With no further discussion, motion passed.
3. **APPROVAL OF OCTOBER 20, 2015 MINUTES** – Kevin moved to approve the minutes of the October 20, 2015 meeting as written. Cindy seconded the motion. With no further discussion, motion passed.
1. **FINANCIAL REPORT** – Kevin moved to approve the financial report as presented. Angie seconded the motion. With no further discussion, motion passed.
 - a. Angie moved to transfer \$4,000 from 5401 to 5800 to balance the television commercial line item. Rick seconded the motion. With no further discussion, motion passed.
2. **OLD BUSINESS**
 - a. Walking Tour App
 - i. Touch Point Designs- questions from last meeting were addressed. Cindy moved to enter into contract with Touch Point Designs at \$4,000. Kevin seconded the motion. The funds will come from line item 5401, Additional Advertising. With no addition discussion, motion passed.
 - b. Angie moved to hold a special work session on December 8, 2015 at the Quality Inn at 9:30 am – 1:00 pm to discuss the Special Event Funding process and marketing strategy. Rick seconded the motion. Angie amended her motion to include that the regular meeting would also be held that day at 2:00 pm at the Quality Inn. Rick seconded the amendment. With no further discussion, motion passed.
3. **NEW BUSINESS**
 - a. Governor’s Conference Feb 21-23, 2016 – Cheyenne – Angie, Rick, Carl, and Amanda all expressed interest in attending the conference.
 - b. Rocky Mountain International Roundup May 3-6, 2016 – Cody – Angie will be attending on behalf of the Wyoming Dinosaur Center and will work with HST&T to co-op.
 - c. NTA Travel Exchange – Amanda presented an advertising opportunity through NTA to the Board that the Board declined at this time.

4. OPEN FLOOR DISCUSSION

- a. Carl would like to visit with Meri Ann at the Chamber regarding Trip Advisor and placing cards in various locations.
- b. Ernest discussed room rates and that typically rates see a decrease in the winter, however, this year that does not seem to be the case.
- c. Wyoming Dinosaur Center is rolling out a new ad campaign, "Dig Into Paleontology".

5. DIRECTOR REPORT

- a. Summary of weekly reports
 - i. Casper Billboards
 - ii. Gillette Billboards
 - iii. Keys to the City
- b. Current Calendar
- c. Website
- d. *Amanda will be checking on Billings area billboards for the next year.*

6. **NEXT MEETING DATE** – December 8, 2015

7. **MEETING ADJOURNED** – 2:45 pm