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