

MINUTES  
Hot Springs Travel & Tourism  
December 20, 2016

1. CALL TO ORDER – 12:57 pm President Kevin Skates called the meeting to order. Those present included Skates, Carl Leyba, Bre Mead, Angie Guyon, Rick Tudor, and Amanda Moeller, Tourism Director. Absent from the meeting was Sandy Newsome. Guests in attendance were Mark Dykes (Independent Record) and Durward Jones.
2. APPROVAL OF AGENDA – Carl moved to approve the agenda as presented. Rick seconded the motion. With no further discussion, motion passed.
3. APPROVAL OF NOVEMBER 15, 2016 MINUTES – Rick moved to approve the minutes as written. Carl seconded the motion. With no further discussion, motion passed.
4. FINANCIAL REPORT – Angie moved to approve the financial report as given. Carl seconded the motion. With no further discussion, motion passed.
5. OLD BUSINESS
  - a. Thermopolis Video/Commercial – Guest Durward Jones presented his ideas for the video. He explained that he wanted to take a creative approach. He also wanted the Board’s permission to create a You Tube page which he will build mini videos for events. Angie would like to see multiple commercials made from the footage. Carl suggested that they be seasonal.
6. NEW BUSINESS
  - a. 2017 Eclipse – Kevin reported that there will be a public meeting in January and will let the Board know exactly what date.
7. DIRECTOR REPORT
  - a. Keys to the City – the Keys are finally here! Amanda distributed them on Monday with the fliers.
  - b. 2017 Governor’s Conference January 29-31, 2017 – Amanda and Angie will attend.
  - c. WTIC – package to promote Thermopolis – Amanda has had a good response from businesses wishing to participate.
  - d. AAA magazine ad – Carl suggested that we ask the RV parks where they would like to advertise. Rick and Angie would like to see the ad in AAA because they get more AAA members than Good Sam’s.
8. OPEN FLOOR DISCUSSION – None
9. NEXT MEETING DATE – January 17, 2017
10. MEETING ADJOURNED – 2:13 pm