

MINUTES
Hot Springs Travel & Tourism
February 21, 2017

1. **CALL TO ORDER** – President Kevin Skates called the meeting to order at 1:01pm. Those in attendance were Skates, Rick Tudor, Bre Mead, Angie Guyon, and Tourism Director Amanda Moeller. Absent from the meeting were Carl Leyba and Sandy Newsome. Guests present were Mark Dykes (Independent Record) and Phillip Scheel (Chamber of Commerce).
2. **APPROVAL OF AGENDA** – Angie moved to approve the agenda with the addition of 8b. Mobile billboards and 8c. Eclipse update. Rick seconded the motion. With no further discussion, motion passed.
3. **APPROVAL OF DECEMBER 20, 2016 MINUTES** (No meeting January 17, 2017) Angie moved to accept the minutes as written. Bre seconded the motion. With no further discussion, motion passed.
4. **FINANCIAL REPORT** – Rick moved to accept the financial report as given. Bre seconded the motion. With no further discussion, motion passed.
5. **OLD BUSINESS** – None at this time.
6. **NEW BUSINESS**
 - a. FY2018 Budget Committee – Kevin, Angie, and Amanda will meet to draft a preliminary budget before the next meeting.
 - b. Hessenthaler Billboard – Kevin and Angie would like to keep the billboard. Phillip will discuss the billboard and its ownership/contracts with the Chamber Board.
7. **DIRECTOR REPORT**
 - a. Keys to the City (58 Keys left) – Angie recommended to the Board to start the planning in May for next fall. She also suggested purchasing enough keys for 2 years. Amanda reported that many retailers and moteliers would like to expand the program to start earlier and go longer.
 - b. Special Event grant requests – deadline March 1st. Angie moved to consider funding for grant applicants who turned in their applications by the deadline. Bre seconded the motion. Rick was opposed to the idea, stating that the Board had not advertised the grant applications that way. Angie disagreed with him, stating that there was a deadline advertised. The motion passed.
 - c. 2017 Governor’s Conference Report – Amanda presented the Board with the notes she had taken at the conference. Kevin also attended the conference.
 - d. Adbay meeting – Amanda and Angie met with Adbay to discuss new advertising, using the current “OPOLIS” branding.

8. OPEN FLOOR DISCUSSION

- a.** Old Airport Re-use Public Meeting Monday, February 27th County Annex 7pm
- b.** Kevin asked for feedback on the possibility of using mobile billboard advertising on trucks. The Board agreed that there were no local trucking companies that used box-style trailers on which to put the advertising.
- c.** Eclipse – the County has a draft resolution to collect lodging tax on public rentals and dry camping.
- d.** Angie reported that the Wyoming Dinosaur Center will be breaking ground on the new facility on April 22, 2017.

9. NEXT MEETING DATE – March 21, 2017

10. MEETING ADJOURNED – 2:09pm