

MINUTES  
**Hot Springs Travel & Tourism**  
March 15, 2016

1. **CALL TO ORDER** – Board President Carl Leyba called the meeting to order at 1:06 pm at the HSC Museum and Cultural Center. Board members in attendance were Leyba, Cindy Ellison, Kevin Skates, Ernest Cummings, Sandy Newsome, Angie Guyon, and Amanda Moeller. Absent from the meeting was Rick Tudor. Guests present were Barb Heinze (Chamber of Commerce), Mark Dykes (Independent Record), and Bob and Collette Spain (Paintbrush Inn).
2. **APPROVAL OF AGENDA** – Cindy moved to approve the agenda with the addition of 6c. Yellowstone Fishing Bridge. Angie seconded the motion. With no further discussion, motion passed.
3. **APPROVAL OF January 19, 2016 MINUTES** (No Meeting in February) – Sandy moved to approve the minutes as presented. Kevin seconded the motion. With no further discussion, motion passed.
4. **FINANCIAL REPORT** - Amanda gave the financial report with recommendations of line item budget transfers to cover the billboard cost for the Worland billboard and an overage for the Adbay movie trivia ad. Sandy made the motion to move \$328 from line item 5705 to 5257. Kevin seconded the motion. Motion passed. Angie made the motion to move \$1260 from line item 5402 to 5403. Cindy seconded the motion. Motion passed. Cindy moved to approve the financial report with the changes. Angie seconded the motion. With no further discussion, the motion passed.
5. **OLD BUSINESS**
  - a. Bylaws – Carl will be working on the Bylaws.
6. **NEW BUSINESS**
  - a. WLRA Meeting with Chris Brown TOMORROW 3/16/16 – Museum @ noon.
    - i. Lodging Tax Ballot information
  - b. Special Event Funding Applications (See handout) – Tabled until later in meeting.
  - c. Yellowstone Fishing Bridge – Carl reported that he had heard some news that was worth further investigation regarding the area.
7. **DIRECTOR REPORT**
  - a. Keys to the City – Amanda reported that the program was well-received by participants. There were 10 lodging, 9 food, and 22 retail shops signed up, plus 2 retailers that were not signed up that participated. Only 48 keys were left at the end of the promotion of the original 1500. In comparison to last year's

campaign, about 100 more keys were distributed this year over last. Also of note, the Board spent less than half on the campaign.

- b. Governor's Conference Recap
  - i. One on One with Berkley Young – Amanda discussed that meeting had gone well. Mr. Young was very complimentary of HST&T and had used the advertising we do as a positive example in one of his sessions. He noted that it was the Board's job to work with local government to make sure that the destination was headed in the right direction.
- c. The Travel App is on track for launch in May.

## **8. OPEN FLOOR DISCUSSION**

- a. USA Today is featuring Legend Rock as a top 20 finalist for America's top archeological sites.
- b. 307 Wines may feature the Swinging Bridge on a wine label.

## **9. EXECUTIVE SESSION**

- a. Kevin moved to enter into Executive Session for the purpose of Contractual discussion. Angie seconded the motion. The Board went into Executive Session at 1:42 pm. At 1:50 pm Kevin moved to resume the regular meeting. Cindy seconded the motion.
- b. Action taken: Carl asked for a committee to be formed to go through the applications and make a budget recommendation to the Board at the next meeting. Carl, Cindy, Angie, Kevin, and Amanda will meet at Shorty's on 3/28/16 at noon for a lunch meeting.

**10. NEXT MEETING DATE** – April 19, 2016

**11. MEETING ADJOURNED**