

Minutes  
**Hot Springs Travel & Tourism**  
July 18, 2017

1. **CALL TO ORDER** – 1:08 PM President Kevin Skates called the meeting to order. Those present were Skates, Bob Spain, Rick Tudor, Bre Mead, Carl Leyba, and Amanda Moeller. Absent from the meeting was Angie Guyon. Guests in attendance were Nadja Cavin (Prisma Designs) and Mark Dykes (Independent Record).
2. **APPROVAL OF AGENDA** – Rick moved to approve the agenda as presented. Bob seconded the motion. With no further discussion, motion passed.
3. **APPROVAL OF June 20, 2017 MINUTES** – Bre moved to approve the minutes as written. Rick seconded the motion. With no further discussion, motion passed.
4. **FINANCIAL REPORT**
  - a. Final Budget FY2018 – Rick moved to adopt the final FY 2018 Budget as presented. Bre seconded the motion. Amanda reported that the public budget hearing held at 12:30 PM at the Museum had no citizens in attendance, and no comments were made in writing. With no further discussion, motion passed.
5. **EXECUTIVE SESSION** – At 1:11 PM Carl moved to go into Executive Session to discuss Contracts; specifically, website proposal selection. Rick seconded the motion and all guests were excused. At 1:23 PM Rick moved to resume the regular meeting. Bre seconded the motion and the guests were invited back.
6. **OLD BUSINESS**
  - a. Website proposals – Carl moved to accept the bid with Prisma Designs and enter into contract. Rick seconded the motion. Amanda will be working with Nadja to get the website up and running in a timely manner. With no further discussion, motion passed.
  - b. Hessenthaler Contract – Rick moved and Bob seconded the motion to enter into contract with Kent Hessenthaler for the billboard located on his property for a period of five years beginning August 1, 2017 and terminating July 31, 2022. With no further discussion, motion passed.
  - c. Billboards – Amanda reported on the impressions for the Gillette Billboards, and advised the Board on three traditional billboards that will need to be re-vinyled. Carl requested that Amanda inquire about digital Billboards in Casper.
7. **NEW BUSINESS**
  - a. Keys to the City 2017/2018 – Amanda and Angie have been working on the 2017-2018 key chains. The design is a bison and a Wyoming flag with

Thermopolis.com on a silver keychain. The keychains will be order within the next few weeks. 3,000 keychains to be distributed via promotion from October to March, or until supplies last. Carl asked if the Board could use the trademark Wyoming Cowboy. Bre explained that there is a charge to use it.

- b. Technical Assistance Grant – Amanda will be gathering information on a grant through the Wyoming Office of Tourism to conduct a lodging study for Hot Springs County. Market Research/Strategy are the key reasons and areas. The Board requested that more information be available before permitting the application for such a grant.

## **8. DIRECTOR REPORT**

- a. Cycle Greater Yellowstone 2018 (August 2018)
- b. HSSP #6 in USA Today 10 Best Reader's Choice "Best Wyoming Attraction"
- c. Fall Hospitality & Tourism Summit – October 11-12 Saratoga, WY
- d. 2018 Governor's Conference – February 25-27, 2018 Cheyenne, WY

## **9. OPEN FLOOR DISCUSSION**

- a. Kevin explained that a survey is being conducted in Hot Springs State Park to glean information on a possible fee to enter the Park.
- b. Carl discussed the possibility of more free concerts in the Park. Kevin agreed to take the lead on the summer concerts. Amanda will visit with Bruce Webster to get him on board with the program as he has expertise in the matter.

**10. NEXT MEETING DATE** – August 15, 2017

**11. MEETING ADJOURNED 2:17 PM**