

Minutes
Hot Springs Travel & Tourism
September 19, 2017

1. **CALL TO ORDER** – President Kevin Skates called the meeting to order at 1:06 pm. Those present were Skates, Carl Leyba, Rick Tudor, Bob Spain, Amanda Moeller and Angie Guyon via telephone. Guests present were Mark Dykes (Independent Record) and Phillip Scheel (Chamber of Commerce).
2. **APPROVAL OF AGENDA** – Rick moved to approve the agenda as presented. Angie seconded the motion. With no further discussion, motion passed.
3. **APPROVAL OF July 18, 2017 MINUTES** – (No meeting in August) Carl moved to approve the minutes as written. Rick seconded the motion. With no further discussion the motion passed.
4. **FINANCIAL REPORT** – Carl asked that the matter be tabled until later in the meeting.
5. **OLD BUSINESS**
 - a. Keys to the City – Amanda reported that the Keys are on track for mid-October.
 - b. Technical Assistance Grant –
 - i. Angie moved to apply for the Technical Assistance Grant to help with the lodging study. Carl seconded the motion. Amanda will complete the application and submit it immediately. With no further discussion the motion passed.
 - ii. Carl moved to approve contract with YSI contingent to receiving the technical assistance grant from the Wyoming Office of Tourism. Bob seconded the motion. Discussion ensued regarding the necessity of the lodging study and whether or not it could be done in-house. Carl called the question and the motion passed 4-1 with Rick voting against.
6. **NEW BUSINESS**
 - a. Visitor Guides – Carl moved to purchase 50,000 visitor guides with funds from line items 5401 and 5705. Rick seconded the motion. With no further discussion the motion passed.
 - b. Fireball Run – Kevin encouraged all board members to look at the website for more information.
 - c. Fall Hospitality & Tourism Summit – October 11-12 Saratoga, WY – It was determined that since Angie is attending on behalf of the Wyoming Office of Tourism Board, she will also act as this Board’s representative. Angie will report back at the next meeting.
 - d. 2018 Governor’s Conference – February 25-27, 2018 Cheyenne, WY – Kevin asked that all persons interested in attending the Governor’s Conference

make a decision before the next meeting so that the Board can take advantage of early bird pricing and room reservations.

7. DIRECTOR REPORT

- a. FAM Tour September 29th – Amanda will be giving a FAM Tour to a group of tour bus operators. The group will tour Hot Springs State Park, the Wyoming Dinosaur Center, and Merlin’s Hide Out.
- b. TV Commercials Running – all tv channels will have commercials running by the end of September.
- c. Website Update – Nadja is still putting everything together but expects to be completed soon.
- d. Billboards update – Amanda checked on digital billboards in Casper. They will be \$1500 per month. She recommended that the Board decide and get on the roster for the summer months. There is no charge for artwork. The Board agreed to put it in the budget for next year.

8. OPEN FLOOR DISCUSSION

- a. Recap of Eclipse – all present reported record attendance and sales.
- b. Old Airport Re-Use Public Meeting October 2nd at 7PM – copies of the report are available at the Chamber and the County Clerk’s Office.

9. NEXT MEETING DATE – October 17, 2017

10. MEETING ADJOURNED – 2:14 pm