

Minutes
Hot Springs Travel & Tourism
January 16, 2018

1. **CALL TO ORDER** at 1:03 pm by President Angie Guyon. Those in attendance were Board members Guyon, Rick Tudor, Carl Leyba, Kevin Skates, Bob Spain, Troy Dorman, and Tourism Director Amanda Moeller. Bre Mead was absent from the meeting. Guests present were Mark Dykes (Independent Record) and Abigail Martin (Wyoming Office of Tourism).
2. **APPROVAL OF AGENDA** – Rick moved to approve the agenda as presented. Carl seconded the motion. With no further discussion, motion passed.
3. **APPROVAL OF NOVEMBER 14, 2017 MINUTES** - Rick moved to approve the minutes as written. Carl seconded the motion. With no further discussion, motion passed.
4. **FINANCIAL REPORT** – No action taken.
5. **OLD BUSINESS** – None at this time.
6. **NEW BUSINESS**
 - a. Accounting System – Amanda reported that due to the change in accounting systems, there will be an additional charge of \$23 per month. The Board members agreed that this increase presented no need for action.
 - b. Special Event Funding Application – Amanda has placed an ad in the newspaper and has emailed each Special Event Coordinator the forms for funding.
7. **DIRECTOR REPORT**
 - a. Keys to the City – Amanda reported that more than one motel has already requested additional keys.
 - b. Lodging Survey – Carl requested a list of the motels that have not completed the survey.
 - c. 2018 Governor’s Conference – Amanda, Angie and Rick are registered and rooms reserved.
 - d. WOT Advisory Committee – Amanda has been asked to sit on the committee to represent communities with Lodging tax revenues less than \$500,000 annually.
8. **OPEN FLOOR DISCUSSION**
 - a. Google Analytics – Amanda will be working on gathering the following information: location, median salary, page visits, and demographics.
 - b. Carl asked Abigail for a report on what the state is doing. Abigail reported that the WOT is working on an initiative to visit all the lodging tax boards and community events, etc. Brand partnership, outdoor recreation, and partnering with UW are the priorities.
 - c. Troy presented an advertising campaign idea of mocking Yellowstone. All the things you cannot do in Yellowstone, you can in Thermopolis. Kevin noted that the bison are still dangerous and even Falina has become more aggressive. Abigail noted that Cody is doing a similar campaign mocking Jackson Hole.
9. **NEXT MEETING DATE** – February 20, 2018
10. **ADJOURNMENT** – Rick moved to adjourn at 1:31 pm.