

Meeting Minutes  
**Hot Springs Travel & Tourism**  
April 17, 2018

1. **CALL TO ORDER** 1:02 pm President Angela Guyon called the meeting to order at the Hot Springs County Museum. Those present were Guyon, Troy Dorman, Rick Tudor, Carl Leyba, Bob Spain, Kevin Skates, Bre Mead, and Amanda Moeller. Guests in attendance were Phillip Scheel (Chamber of Commerce) and Mark Dykes (Thermopolis Independent Record).
2. **APPROVAL OF AGENDA** – Troy moved to approve the agenda as presented. Rick seconded the motion. With no further discussion, motion passed.
3. **APPROVAL OF March 20, 2018 MINUTES** – Troy moved to approve the minutes as written. Carl seconded the motion. With no further discussion, motion passed.
4. **FINANCIAL REPORT** – Amanda reported that the deposit was about \$100 more than the same month last year. No unanticipated expenses were reported.
5. **OLD BUSINESS** – None at this time.
6. **NEW BUSINESS**
  - a. FY 2018/2019 Budget – Rick moved to approve the draft budget for the upcoming fiscal year 2018/2019. Bob seconded the motion. Six aye votes to approve; One nay vote (Carl). Motion passed.
  - b. Special Event Funding
    - i. Mandatory Meeting Monday, April 23, 2018 at Big Horn Federal 7:00 pm.
7. **DIRECTOR REPORT**
  - a. Lodging Study - Amanda gave a brief summary of the lodging study. Carl asked that more information be requested from Young Strategies, Inc. He would like to see a trend comparison with other communities in Wyoming to see if others are also experiencing declining occupancy. Amanda will request the information if it is available.
  - b. Visitor Center – Amanda reported that she had informed the Chamber of Commerce Board that there would be a cut to the postage and staffing funds in the coming year. Using the Chamber’s statistics, Amanda has compiled a report of tourist engagements (walk-ins and phone calls) on the weekends and holidays from June 2017 through March 2018. The data showed that 48% of the days that HST&T paid to staff, there were 1 or less than 1 tourist per hour. Phillip asked about specific dates that the Chamber would need to be open. The Board determined that they would like to see the Chamber stay open on weekends from April 15<sup>th</sup> through October 15<sup>th</sup>.
  - c. Board term expirations – Amanda reported that Carl (Town of Thermopolis) and Rick’s (Hot Springs County) terms will expire May 31<sup>st</sup>.
  - d. Amanda and Angie reported that Monday, April 16<sup>th</sup>, they hosted and toured the Wyoming Office of Tourism Board around several businesses in the County. Wyoming Whiskey, Merlin’s Hide Out, Hot Springs State Park, the Wyoming Dinosaur Center, and the Days Inn Safari Club all hosted the entourage. Amanda reported that it was a good showing from the HST&T Board as well, with only one member not attending the tours or the dinner. Angie reported that the WOT Board sees great potential in Thermopolis as being a tourism hub where visitors can stay and take day trips around the area.

- 8. OPEN FLOOR DISCUSSION** – Kevin reported that the Outdoor Recreation Task Force met on Saturday, April 14<sup>th</sup> in Worland and was well-attended. The goal of the group is to improve communication and partnership between the agencies to deliver a better visitor experience.
- 9. NEXT MEETING DATE** – May 15, 2018
- 10. ADJOURNMENT** – Rick moved to adjourn at 1:50 pm.