

Hot Springs Travel & Tourism
Minutes May 15, 2018

1. **CALL TO ORDER** – Board President Angie Guyon called the meeting to order at 1:00 pm. Those in attendance were Board members Guyon, Bre Mead, Rick Tudor, Bob Spain, Carl Leyba, Kevin Skates, and Troy Dorman; Tourism Director Amanda Moeller; and guests Mark Dykes (Thermopolis Independent Record) and Phillip Scheel (Chamber of Commerce).
2. **APPROVAL OF AGENDA** – Rick moved to approve the agenda as presented. Bre seconded the motion. With no further discussion, motion passed.
3. **APPROVAL OF APRIL 17, 2018 MINUTES** – Carl moved to approve the minutes as written. Kevin seconded the motion. With no further discussion, motion passed.
4. **FINANCIAL REPORT** – Carl moved to approve the financial report. Rick seconded the motion. Amanda reported that she is seeing a quarterly surge in receipts, possibly due to quarterly tax deposits by vacation rentals. With no further discussion, motion passed.
5. **OLD BUSINESS**
 - a. Lodging Study response from YSI – Amanda reported that the response from YSI was no, we are not privy to another agency’s information, as it is proprietary information. Carl discussed current hotel construction trends, and Amanda reminded the Board that the Lodging Survey was for motels only; no vacation rentals, RV parks, etc. were included. No action taken.
 - b. Special Event meeting recap – Troy, Kevin, and Amanda reported that the Special Event meeting went better than anticipated. Many of the event coordinators were talking to each other about collaborations before the end of the meeting. No action taken.
6. **NEW BUSINESS**
 - a. **Social Media** – Amanda reported that she had a discussion with Harley Rhodes about social media. The Board agreed to put it out to bid through an RFP.
7. **DIRECTOR REPORT**
 - a. **HSC Commissioners & Town Council meeting recaps** – Amanda reported on her appearances before the HSC Commissioners and Town Council to report on the Lodging Survey. She also reminded the Board that both Carl and Rick’s terms are up the end of the month. The County and Town will be making their appointments to the Board at the first June meeting, June 5th. Phillip suggested that a person interested in the County seat should be present at the June 5th County Commissioner meeting.
8. **OPEN FLOOR DISCUSSION** –
 - a. Kevin reported that the Sounds of Summer starts on Saturday, May 19, 2018 with Gottsche’s event that will include live music from five bands, vendors, and a 5k race.
9. **NEXT MEETING DATE** – June 19, 2018
10. **ADJOURNMENT** – Rick moved to adjourn at 1:31 pm.