

Meeting Minutes  
Hot Springs Travel & Tourism  
August 21, 2018

1. CALL TO ORDER – President Angie Guyon called the meeting to order at 12:59 pm at the Hot Springs State Park Headquarters. Attending the meeting were Board members Guyon, Kevin Skates, Bob Spain, Bre Mead, Troy Dorman, Carl Leyba, and Matt Hughes. Also in attendance were Tourism Director Amanda Moeller, Mark Dykes (Independent Record) and Phillip Scheel (Chamber of Commerce).
2. APPROVAL OF AGENDA – Kevin moved to approve the agenda as presented. Be seconded the motion. With no further discussion, motion passed.
3. APPROVAL OF JULY 17, 2018 MEETING MINUTES – Kevin moved to approve the minutes of the July 17<sup>th</sup> meeting as written. Troy seconded the motion. With no further discussion, motion passed.
4. FINANCIAL REPORT – Carl questioned the line item for billboard maintenance. Amanda explained that the billboards are all less than three years old and that the Board had determined that no new billboards were necessary this year. The billboard in Wapiti may need re-faced next year.
5. OLD BUSINESS
  - a. Winter Promotion
    - i. Keys to the City – Troy moved to suspend the Keys Promotion for one year. Bre seconded the motion. Discussion about the promotion included whether or not travelers were coming because of the promotion, and how it was helping businesses. There has been issues with locals using the keys. An alternative was discussed. The motion to suspend the program passed unanimously.
    - ii. Package Promos – Partnering with the Chamber – Amanda relayed an idea that she had discussed with Meri Ann regarding vacation packages to Thermopolis. Phillip said that the Chamber Board had decided at their Board meeting the previous Thursday that the program would be a conflict with their membership. Conversation ensued about the statutory uses of lodging tax dollars.
6. NEW BUSINESS – None at this time.
7. DIRECTOR’S REPORT
  - a. Cycle Greater Yellowstone – Amanda reported that the event was a success.
  - b. Television commercials – Amanda will be focusing on winter ads and getting a new winter spot
8. OPEN FLOOR DISCUSSION - None
9. NEXT MEETING – September 18, 2018 at Museum
10. ADJOURN – 2:18 pm