

Meeting Minutes
Hot Springs Travel & Tourism
January 15, 2019

1. CALL TO ORDER – President Carl Leyba called the meeting to order at 1:02 pm. Those Board members in attendance were Leyba, Bre Mead, Kevin Skates, Troy Dorman, Bob Spain, Angie Guyon, and Tourism Director Amanda Moeller. Absent from the meeting was Matt Hughes. Also in attendance were Mark Dykes (Thermopolis Independent Record) and Dusty Lewis.
2. APPROVAL OF AGENDA – Kevin moved to approve the agenda as presented. Bre seconded the motion. With no further discussion, motion passed.
3. APPROVAL OF NOVEMBER 27, 2018 MEETING MINUTES – Troy moved to approve the minutes of November 27, 2018. Bob seconded the motion. With no further discussion, motion passed.
4. FINANCIAL REPORT – Angie moved to approve the financial report as presented. Bre seconded the motion. With no further discussion, motion passed.
 - a. SWAG & Booster Club check re-issue – Angie moved to re-issue checks to SWAG and the Booster Club for their special events that have not been cashed. Troy seconded the motion. Amanda reported that she has been in contact with Toddi Darlington and Kelly Cole regarding the issue, as well as Pinnacle Bank. Motion passed.
5. OLD BUSINESS
 - a. Downturn in Lodging Tax receipts – Kevin Skates expressed a need for the Board to address the issue. Carl suggested a round table discussion with moteliere and the Board. Carl also suggested a Board Retreat possibly in February. Kevin discussed the newly formed Hot City Outdoor Alliance and all the things to do in Thermopolis. He also mentioned that there is an article in *Martha Stewart Living* regarding the park and the hot springs.
 - b. 2019 Governor’s Hospitality & Tourism Conference – January 27-29, 2019
 - i. Monday, 1/28/19 1:30-2:15 pm – Young Strategies meeting
 - ii. Bob expressed that he would like to attend and has already reserved a room. Amanda will get him registered before the deadline.
6. NEW BUSINESS – None at this time.
7. DIRECTOR’S REPORT
 - a. Legislation – Amanda will keep the Board updated on legislation regarding tourism through emails. Discussion ensued about the Statewide Lodging Tax bill and the Board consensus is positive in favor of the bill.
 - b. Guest speakers list – Amanda reported that Carl had requested guest speakers at the meetings. She asked the Board for possible people to come and speak to the Board. Carl had mentioned Meri Ann Rush from the Chamber and/or Brandon Deromedi

from the school district. Angie would like to invite James Scoon from Wyoming Office of Tourism. The Board would like to have occasional speakers, but perhaps not at every meeting.

- c. Catered meetings/ meetings at restaurants – Carl requested Amanda to have lunch prepared for the meetings or to schedule the meetings at a restaurant. Due to the time of the meetings, Amanda put the issue before the Board as a whole. The other five members in attendance do not wish to have lunch catered in or at a restaurant citing past meetings that were loud and difficult to conduct at restaurants. Carl clarified that lunch would be only when the Board hosts special guests or out-of-town speakers.
- d. Jones contract – Amanda has been in contact with Durward Jones who has been out of town for various reasons. He will get a detailed statement of account to Amanda to show his work for the payment he received. Carl would like the links sent the Board for the YouTube videos.
- e. Tourism App – Amanda reported that the person maintaining the app will no longer be doing apps. He also sent an email stating that the numbers from China were likely bots and not real hits on the app.
- f. FY2020 Funding Requests – special events – Amanda has polled the special events for the upcoming year and all but one has requested their allotted funding. The Smoking Waters Golf Tournament will not be held this coming year.

8. OPEN FLOOR DISCUSSION

- a. Angie reported that Brave Wilderness on YouTube will be doing a segment on the Dinosaur Center, and that the WDC is launching a new website this week with a “plan your visit” button. They are also working on a new survey to capture where people are staying in Thermopolis.
- b. Bob reported that the Paintbrush Inn sent out Christmas cards to all the persons who stayed with them throughout 2018 with a promotional offer of one night free with two paid nights of a total three-night stay. He stated that there were several bookings from the promotion.

9. NEXT MEETING – February 19, 2019

10. ADJOURN – Kevin moved to adjourn at 2:11 pm.