

Minutes
Hot Springs Travel & Tourism
March 19, 2019

1. CALL TO ORDER – 1:05 President Carl Leyba called the meeting to order. Those present were Leyba, Matt Hughes, Angie Guyon, Bre Mead, Bob Spain, Kevin Skates, and Tourism Director Amanda Moeller. Troy Dorman was absent. Guest in attendance was Mark Dykes (Independent Record).
2. APPROVAL OF AGENDA –Kevin moved to approve the agenda as presented. Angie seconded the motion. With no further discussion the motion passed.
3. APPROVAL OF JANUARY 15, 2019 MEETING MINUTES – Angie moved to approve the minutes as written. Bre seconded the motion. With no further discussion, the motion passed.
4. FINANCIAL REPORT – Bre moved to approve the financial report. Kevin seconded the motion. The following discussion ensued: Accounting Explanation – Amanda explained the procedures and documents used in the financial reporting. With no further discussion motion passed.
 - a. Budget Projections & Recommendations
 - i. Target Sign Company – Gillette – Angie moved to cancel the billboard contract with Target Signs. Kevin seconded the motion. With no further discussion, motion passed.
 - b. Visitor Guides – A committee was formed to discuss future visitor guides. Angie, Bob, and Bre will join Amanda.
 - c. FY 2020 Budget Committee – Carl, Troy, Kevin, Matt, and Amanda will make up the Budget Committee. Amanda will arrange times and places for the meetings to take place. Each committee will report back to the group at the next meeting on April 16th.
5. OLD BUSINESS
 - a. Retreat/Roundtable
 - i. Young Strategies meeting recap
 1. Strategic Plan – Carl has asked that each member of the Board send Amanda some ideas for the strategic plan by the end of the week (March 29).
6. NEW BUSINESS
 - a. Packages – Carl proposed private packages be developed for use in promotion; and provide funding to use at local printers for advertising the packages. Matt’s concern is a conflict with using public funding to pay for private advertising. He would prefer to gather donations to avoid any conflicts.
7. EXECUTIVE SESSION

- a. Consultant Contract renewal – Kevin moved to enter Executive Session to discuss contracts at 2:02 pm. Bob seconded the motion and Amanda and Mark were excused. At 2:33 pm Kevin moved to exit Executive Session and resume the regular meeting. Bre seconded the motion. The Board members asked Amanda questions regarding her proposal. Kevin then moved to re-enter Executive Session at 2:44 pm to resume discussion on the contract. Angie seconded the motion, and Amanda was excused. At 3:04 pm Kevin moved to resume regular meeting. Bre seconded the motion. Upon recommencing the regular meeting, the Kevin moved to make a counter offer on the contract amount only. Bre seconded the motion. Amanda has until the end of the month to respond.

8. DIRECTOR’S REPORT

- a. 2019 Governor’s Hospitality & Tourism Conference Review
 - i. Mathias Jung – Rocky Mountain International
 - ii. Advisory Committee
 - b. Upcoming Board expirations – Kevin (Town) & Bre (HSC)
 - c. Legislation
 - d. Chamber discussions
 - e. Rebranding
9. OPEN FLOOR DISCUSSION – Bre announced that Wyoming Whiskey is doubling its product output and building a new visitor center.
10. NEXT MEETING – April 16, 2019
11. ADJOURN – 3:31 pm