

Minutes
Hot Springs Travel & Tourism
April 16, 2019

1. CALL TO ORDER- 1:08 pm Board President Carl Leyba called the meeting to order. Those in attendance were Leyba, Bob Roos, Matt Hughes, Angela Guyon, Kevin Skates, and Tourism Director Amanda Moeller. Absent were Bob Spain and Bre Mead. Mark Dykes (Independent Record) was also present.
2. WELCOME NEW BOARD MEMBER – Bob Roos (East Thermopolis)
3. APPROVAL OF AGENDA – Angie moved to approve the agenda as presented. Kevin seconded the motion. With no further discussion the motion passed.
4. APPROVAL OF MARCH 19, 2019 MEETING MINUTES – Matt moved to approve the minutes with an amendment to 6a. Deleting the sentence, “He would prefer to gather donations to avoid any conflicts.” in order to reduce confusion in the context of the conversation. Kevin seconded the motion. With no further discussion the motion passed.
5. FINANCIAL REPORT
 - a. Visitor Guides Committee – Carl requested that the visitor guide go back to committee to explore the options available to keep the lodging pages intact.
 - b. FY 2020 Budget Committee – The committee presented the budget draft to the Board. Matt moved to approve the FY 2020 budget draft with one amendment to reduce line item 5613 – Fireworks to \$0. Angie seconded the motion. Discussion commenced regarding the statutory requirements of the Board and its expenditures. Four of the five Board member present agreed that the fireworks donation does not meet the criteria laid out in statute for lodging tax expenses. With no further discussion the motion passed.
6. OLD BUSINESS
 - a. Strategic Plan – Carl requested that the Board members please get their ideas for the strategic plan to Amanda no later than July 1st so that they may be compiled prior to the July Board meeting.
7. NEW BUSINESS
 - a. Elect Treasurer – Matt volunteered to perform the duties of the Treasurer. Kevin moved to nominate Matt for the office. Angie seconded the motion. With no further nominations or discussion, the motion passed.
8. DIRECTOR’S REPORT
 - a. Mathias Jung – Rocky Mountain International will be attending the May meeting to discuss ideas to get more tour buses and operators making Thermopolis part of their itineraries. Several members noted that they may not be at the May meeting and requested that he come on a different date if at all possible.

- b. Rebranding – A committee of Angie, Amanda, Bre & Carl will begin work on the rebranding campaign.
 - c. Collaborative effort – Amanda reported the SWOT (Strength, Weakness, Opportunity, & Threat) assessment that was done at the annual Chamber meeting she attended on April 11th. She requested that the members of this Board conduct something similar and email her their thoughts on the collaborative before the next meeting.
 - d. FAM Tour May 6-7
 - e. National Travel & Tourism Week May 5-11
9. OPEN FLOOR DISCUSSION
- a. Kevin notified the Board of Outdoor Days that will be June 8th.
10. NEXT MEETING – May 21, 2019
11. ADJOURN – Kevin moved to adjourn at 2:02 pm. Matt seconded the motion.

Kevin Skates, Secretary

Date