

Meeting Minutes
Hot Springs Travel & Tourism
August 20, 2019

1. CALL TO ORDER – Chairman Carl Leyba called the meeting to order at 1:02 pm. Those in attendance were Leyba, Bob Roos, Bob Spain, Matt Hughes, and Tourism Director Amanda Moeller. Guests in attendance were Mark Dykes (Independent Record) and Sam Khalxa. Angie Guyon was absent.
2. APPROVAL OF AGENDA – Bob R. moved to approve the agenda as presented. Matt seconded the motion. With no further discussion the motion passed.
3. APPROVAL OF June 18, 2019 MEETING MINUTES – Matt moved to approve the minutes as written. Bob R. seconded the motion. With no further discussion the motion passed.
4. FINANCIAL REPORT – Bob S. moved to approve the financial report as presented. Bob R. seconded the motion. With no further discussion the motion passed.
5. OLD BUSINESS
 - a. Public Hearing for FY 2020 Budget July 16, 2019 at the Museum at 12:30 PM - no citizen participation occurred.
 - b. Election of Secretary – Bob S. moved to elect Bob R. as Secretary. Matt seconded the motion. With no further discussion the motion passed.
6. NEW BUSINESS
 - a. Update signature cards at Pinnacle Bank – Matt moved to update the signature cards at Pinnacle Bank for accounts XXXXXX6565 and XXXXXX6443 to include Carl Leyba, Robert Roos, Mathew Hughes, Robert Spain, Angela Guyon, and Amanda Moeller; and remove the names Brianna Mead, Kevin Skates, and Troy Dorman. Bob R. seconded the motion. With no further discussion the motion passed.
 - b. Re-branding – Amanda will put together an RFP for email approval. This will be sent out to Wyoming advertising agencies.
 - c. Visitor Guides – Amanda presented an idea to the Board to work with the Independent Record to distribute the visitor guides created by them. This may cut down on costs and improve circulation. The Board has asked that Amanda continue to research costs and speak with Lara Love at the newspaper.
 - d. WOT – Carl tabled the issue of the WOT co-op opportunity for community reviews by Young Strategies.
7. OPEN FLOOR DISCUSSION
 - a. Bob S. discussed an opportunity to get a flash page on the various booking websites to promote activities in Thermopolis that pay per click.

- b. Sam is a vacation rental owner and asked that the website be updated to include more properties. Amanda explained that the list grows and changes frequently and suggested that the list be removed and replaced with links to Airbnb, VRBO, and HomeAway. The Board agreed that this was a plausible solution. Amanda will have it done.
8. NEXT MEETING – August 20, 2019
9. ADJOURN – Matt moved to adjourn at 2:10 pm

Robert Roos, Board Secretary

Date Approved