

Minutes  
Hot Springs Travel & Tourism  
September 24, 2019

1. CALL TO ORDER – Board Chairman Carl Leyba called the meeting to order at 1:04 pm. Those in attendance were Leyba, Bob Roos, Bob Spain, Angie Guyon, and Tourism Director Amanda Moeller. Absent from the meeting was Matt Hughes. Guest in attendance was Mark Dykes from the Independent Record.
2. APPROVAL OF AGENDA – Angie moved to approve the agenda as presented. Bob R. seconded the motion. With no further discussion the motion passed.
3. APPROVAL OF August 20, 2019 MEETING MINUTES – Bob R. moved to approve the minutes as written. Bob S. seconded the motion. With no further discussion the motion passed.
4. FINANCIAL REPORT – Angie moved to approve the financial report as presented. Bob S. seconded the motion. Amanda reported that receipts are up 20% year to date and there have been no unexpected expenditures. With no further discussion the motion passed.
5. OLD BUSINESS
  - a. Distribution of IR visitor guides – The Board came to an agreement that it sees benefit in working in conjunction with the newspaper to distribute the visitor guide. Angie made a motion to move \$15,000 from line item 5308 to 5501 and \$5,000 from 5308 to 5300. Bob S. seconded the motion. With no further discussion the motion passed unanimously.
  - b. EXECUTIVE SESSION – Bob R. moved to close the public meeting to go into Executive Session to discuss Contracts at 1:42 pm. Bob S. seconded the motion. Angie moved to resume the regular meeting at 2:04 pm. Bob R. seconded the motion.
  - c. Selection of Ad Agency – Angie moved to select ADBAY as the agency to contract with for the rebrand campaign and authorize Amanda to sign a contract immediately to begin the process. Bob S. seconded the motion. Carl added that he would like to sign the contract as well. With no further discussion the motion passed unanimously.
6. NEW BUSINESS – None at this time.
7. OPEN FLOOR DISCUSSION – Bob R. asked that new ideas or past ideas be brought back to the next meeting to be discussed ie; flash pages. Although they are generally brought back during budget season, he would like to discuss them sooner.
8. NEXT MEETING – October 15, 2019

9. ADJOURN

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Robert Roos, Board Secretary

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Date Approved