

Hot Springs County Travel & Tourism Board Minutes

April 22, 2020

- 1. CALL TO ORDER** - 1:03pm Chairmen Carl Leyba called the meeting to order. Those in attendance via Zoom were Director Jackie Dorothy; Board members: Carl Leyba, Quentin Blair, Susan Lankford, Matt Hughes, Rachel Moon, Bob Spain & Bob Roos; Thermopolis Chamber Liaison, Jennifer Fisher & Chamber Director MeriAnn Rush; Independent Record Jurri Schenck
- 2. APPROVAL OF AGENDA** - Motion made to approve Agenda as presented by Matt Hughes. Seconded by Susan Lankford. With no further discussion, motion passed.
- 3. APPROVAL OF MARCH 17, 2020 MINUTES** - Motion to approve March Board Minutes as written made by Bob Roos. Seconded by Quentin Blair. With no further discussion, motion passed.
- 4. FINANCIAL REPORT** - Motion to accept Financial Report as presented made by Susan Lankford, Seconded by Bob Roos. With no further discussion, motion passed.
- 5. APPROVAL TO PAY APRIL BILLS** - Motion made by Susan Lankford to pay April Bills. Seconded by Matt Hughes. With no further discussion, motion passed.
- 6. DIRECTOR'S REPORT** - No Vacancies on Board, Job Board, Social Media, Rebranding, Digital Campaign, Content Needed
- 7. OLD BUSINESS**
 - a. Destination Next to be rescheduled for June. New COVID-19 related questions being created for updated survey
 - b. AdBay Rebranding Efforts continue, waiting for revisions
 - c. Tourism Lodging Tax may need to be placed in Primary, overlap found in law that may require vote to be moved up.
 - d. FY 2021 Budget Committee members are Matt Hughes, Carl Leyba, Quentin Blair and Susan Lankford.
- 8. NEW BUSINESS**
 - a. Welcomed new member, Rachel Moon and congratulated Bob Roos on his reappointment. We have a full board!
 - b. Add/Remove names to Pinnacle Bank Checking Account #4000 616 443 and Money Market Account #4000 906 565. Bob Roos made a motion to remove Amanda Moeller and Angie Guyon and add Jackie Dorothy, Susan Lankford and Rachel Moon to the Pinnacle Bank Account. The motion was seconded by Matt Hughes. With no further discussion, the motion was passed.
 - c. 2020 Strategic Marketing Plan is being developed and a board retreat was discussed
 - d. COVID-19 Impacts, Opportunities and Preparation for Eventual Reopening discussed
 - e. Tourism Week well be Online
- 9. NEXT MEETING** – Scheduled for Wednesday, May 20th at 1pm
- 10. ADJOURN** – A motion was made by Bob Roos and seconded by Matt Hughes to adjourn the meeting.