

**Minutes for Hot Springs Travel & Tourism**  
**January 18<sup>th</sup>, 2023**

The approval of the November 2022 minutes - Mike made the motion and Audra second.

Audra presented the financial report. Jean Skelton suggested that money be placed in the checking account so that the balance did not show a negative balance.

The director's report was presented by Jackie. They have successfully moved to QuickBooks. There is now a social media following of over 15,000 followers with a lot of engagement going on.

The Thermopolis Chamber MOU has been signed by Carl and will be presented to the Thermopolis Chamber. Jackie reported that the audit has been completed with the help of Greg Wilson and Kevin Skates and she said we are in compliance.

Hermann Global did a presentation online (remotely) on a website. They have restored Thermopolis.com and the website is now working. The two asks of them have been to redesign the website and to carry forward with the upkeep. Suggestions were to beef up itineraries on the website and to include packages and deals. Their proposal was a budget of \$36,000. They would also recommend keeping someone local to keep the site current. There would be go forward costs that might be between \$2000 - \$3000 per month.

It was decided that Wyoming's Hot Springs would be included in the new logo.

Destination Funds will be about \$80,000 for this year and Jackie will complete the application to receive these funds.

The governor's hospitality conference will be at the end of the month and Jackie, Carl, Audra, and Will plan to attend.

During the open floor discussion it was decided that \$5,000 will be placed in the checking account to keep the balance from showing up as a negative. Mary Ann, from the Chamber, discussed correcting Howard's name on the MOU document as well as the payment to complete the prior contract. Greg Wilson formally invited the board to attend their Chamber meetings to improve collaboration.

The next meeting will be February 15th.