

16 Aug 2023

Hot Springs County Travel and Tourism Board Meeting Minutes

Present:

Carl Leyba

Jackie Dorothy

Audra Dominguez

Mike Sinclair

Will Robinson

Ryan Shafer (Zoom)

Q (Zoom)

Jim (Zoom, From WY Tourism)

Jury Schenk (IR)

MaryAnn Dorman (HSC Chamber of Commerce)

Approval of Agenda MTA-Will

2nd-Audra

Approval of Jul 2023 Minutes MTA-Q

2nd-Audra

Financial Report: Audra

-HSCTTB has \$86K surplus

\$80K is set aside for new signage -Net income for Jul 2023 was \$30K -Funded \$2K for

Discovery Days MTA-Will

2nd-Ryan

Directors Report: Jackie

-Thermop FB gained 95 followers at present 16,973 -Most popular post was Bathhouse

-Looking to advertise with Cowboy State Daily

Old Business:

Digital signage

-Recommend to call and receive contract with RMP then Hire JACO Billboard Design

-Two boards need replaced using current design but say "Swim Soak Slide" QR -New design meeting will be on a Thursday Audra to call Q for date

-Rayn suggested to use "Link Tree" for QR code

New Business:

-Need budget submitted to WY Auditors

-Preparing for self audit by Kevin Skates and Greg Wilson -Fall Summit

-WHTC educational conference Oct 24-26

-encouraged to network and discuss programs and events of interest

Open Floor:

-Make sure all businesses have hats for "forward Thermop"