

19 July 2023

Hot Springs County Travel and Tourism Board  
Meeting Minutes

Present:

Jackie Dorothy  
Audra Dominguez  
Mike Sinclair  
Will Robinson  
Sherman Skelton (Zoom)  
Carl Leyba (Zoom)  
Ryan Shafer (Zoom)  
Q (Zoom)

Jury Schenk (Independent Record)

Public:

Call to order at 1:00pm  
Motion Will, 2nd Ryan

Approval of Agenda  
Motion Q, 2nd Ryan

Approval of Minutes  
Motion Q, 2nd Will

Financials: Audra

- We are under budget at this time
  - \$80K set aside for the electronic signage
- Motion Will, 2nd Q

Directors Report: Jackie

- Facebook engagements growing to 17K
- Thermopolis web page increasing to 6.4K users
- Margaret Cole book tour through Thermopolis was success may become yearly event
- Summer magazine should print soon. Already putting together Winter magazine

Old Business:

- Thermop Forward hat campaign
  - Hats are complete and given to members to pass out to local businesses
  - Letter written to give to business for support of campaign on Saturdays
- Digital Signage Rocky Mountain power to come to agreement with HS State Park  
Sign is being approved by WY Parks
- Older billboard signs in bad repair (two) will be replaced with same image until we are ready to change design

New Business:

- Budget Hearing
    - Only change was to make \$4K donation to Chamber from admin to sponsor
- Motion Mike, 2nd Audra

Open Floor:

- New billboard design committee to meet 8 Aug at 11:00am at Audras Copper Coo
- Audra will send reminder

Executive Session:

- Carl stated we should participate and encourage events in town (fund)
    - Ex: Rusty Truck, Car Show, Discovery Days
    - Encourage tourism during winter "Christmas Market"
- Close executive session Motion Ryan, 2nd Q

Adjourn Motion Will, 2nd Mike