

21 Jun 2023

Hot Springs County Travel and Tourism Board Meeting Minutes

Present:

Carl Leyba

Jackie Dorothy

Sherman Skelton

Mike Sinclair

Will Robinson

Ryan Shafer (Zoom)

Q (Zoom)

Audra Dominguez (Zoom)

Jurrie Schenk (IR)

Meri Ann Dorman (HSC Chamber of Commerce)

Approval of May 2023 Minutes MTA-Sherman

2nd-Audra

Financials: Audra

-Record lodging tax revenue for last month \$166,284.00 as of 14 Jun 2023

-Carl would like line items described with words rather than numbers

-Recommended should be presented from the 15th of the month before to the 15th of current month so we have current budget numbers at the meeting.

-The \$80K was from the WY Destination Development Fund can be used for

-Marketing

-Signage (as we are using it for)

-Given to other nonprofits to complete projects around town

Approval of Financials MTA-Will

2nd-Mike

Directors Report: Jackie

-Web presence continues to grow

-On schedule with release of summer magazine

Old Business: Carl -Billboards

-Jackie proposed we at least refresh the billboard south of town as we discuss new billboard sign options

-Assign a billboard working group: Mike, Sherman, Ryan, Audra?

-Members will discuss and agree at meeting at Copper Co 13 Jul 2023

-Carl to send letter to Mr Hesenthaler to remove Tipi sign adjacent to Thermopolis billboard

-Carl to call about renting sign in Shoshoni

New Business: Carl -Thermopolis Hats

-Have be completed by Owl Creek Graphics -Campaign "Forward Thermop"

-To disperse hats to all businesses dealing with tourists

-All employees of business will wear hat on certain day of week -Determined Saturday would be the best day

-Jackie to give list of businesses to members of board

- Members would choose what businesses to offer hats and will pick up hats from OWL Creek Graphics and disperse
- Have budget meeting on 19 Jul 2023 at HSC Museum -Need to approve money to support Thermopolis COC \$4000
- Went into Executive Session
- Upon exiting Executive Session: Motion to change \$4000 HSC Chamber donation to “sponsorship” rather than for “administrative” donation. MTA:Will 2nd:Audra