

MEETING MINUTES

WEST YELLOWSTONE TOURISM BUSINESS IMPROVEMENT DISTRICT

THURSDAY, FEBRUARY 16, 2017 1:00 PM

TBID BOARD CONFERENCE ROOM 303 CANYON ST. SUITE# E

FEBRUARY MONTHLY MEETING

BOARD MEMBERS PRESENT: JERRY JOHNSON, JOHN STALLINGS, JEREMY ROBERSON, JEFF SCHOENHARD CONFERENCE LINE.

BOARD MEMBERS ABSENT: BROCK KELLEY, SARA MAURER

OTHERS PRESENT: WENDY SWENSON, KRISTY COFFIN

CALL TO ORDER: 1:20 PM

MEETING MINUTES: APPROVAL OF MINUTES: JANUARY 19, 2017 .MOTION: AUDY B, 2ND: JEREMY R. VOTE: UNANIMOUS

TREASURERS REPORT APPROVED: BANK BALANCE IS \$272,207.42 . ALL BILLS PAID AND ACCOUNT RECONCILED. ADMINISTRATOR GAVE UPDATE ON ACCOUNT AND CHECK SIGNERS TO BE ADDED TO THE ACCOUNT AND AUTHORIZATION. FINANCIALS PASSED AROUND FOR REVIEW: MOTION: JEREMY R. 2ND: AUDY B. VOTE: UNANIMOUS.

PUBLIC COMMENTS: ADMINISTRATOR GAVE UPDATE ON GOVERNOR'S CONFERENCE DATES IN HELENA. READ ALOUD THE PRESIDENTS EMAIL CORRESPONDENCE CONCERNING AGENDA ITEMS .

OLD BUSINESS:

1. **WEB CAM:** DISCUSSED PRESENTATION FROM LIVE VIEW TECHNOLOGIES REGARDING THE WEB CAM AND PLACEMENT FOR BEST PURPOSE. BOARD MEMBERS ADDED IDEAS FOR PLACEMENTS OF CAMERAS, COSTS FOR INSTALLATION AND SUSTAINABILITY AND MAINTENANCE OF THE CAMERA. ADMINISTRATOR WILL REACH OUT TO LIVE VIEW REP TO CLARIFY SOME QUESTIONS REGARDING THE CAMERA. WARRANTY. SERVICE CALL FOR WINTER/SUMMER COST. CLARIFY A LEASE OPTION& MAINTENANCE SERVICES. AND SERVICE WITHOUT THE MAINTENANCE CONTRACT. ADMINISTRATOR WILL FOLLOW-UP WITH THE TBID BOARD.

2. **MARKETING DIRECTOR REPLACEMENT:** BOARD MEMBERS DISCUSSED IDEAS FOR PLACEMENT OF JOB ADVERTISEMENT IN LOCAL PRINT ADS AND ONLINE ADS. ADMINISTRATOR WILL FOLLOW UP WITH RECOMMENDATIONS FROM THE BOARD AND WILL MAKE THE AD PLACEMENTS FOR THE MARKETING DIRECTOR. ADMINISTRATOR WILL INFORM BOARD ON PROGRESS OF RESUMES AND WOULD LIKE TO HAVE THE POSITION FILLED BY MAY 15TH. MOTION TO CONTINUE RESUME SEARCH WITH CHANGES IN VERBIAGE AND DEADLINES JEREMY R. 2ND: JOHN S. VOTE: UNANIMOUS.

NEW BUSINESS:

JERRY JOHNSON. 4 YEAR TERM RENEWAL AS SECRETARY/TREASURER AND REPRESENTATIVE HOTEL 10-49 ROOMS. (MARCH 2021) MOTION TO RENEW: AUDY B, 2ND: JOHN S. VOTE: UNANIMOUS

JEFF SCHOENHARD. 4YEAR TERM RENEWAL AS PRESIDENT AND HOTEL REPRESENTATIVE 50-100 ROOMS.(MARCH 2021) MOTION TO RENEW: JEREMY R. 2ND: AUDY, VOTE: UNANIMOUS.

AUDY BUTLER. 4 YEAR TERM RENEWAL AS OFFICER AND REPRESENTATIVE OF HOTELS WITH 100+ ROOMS. (MARCH 2021) MOTION TO RENEW: JEREMY R. 2ND: JOHN S. VOTE: UNANIMOUS.

MARKETING REPORT:

WENDY SWENSON GAVE THE MARKETING REPORT FOR THE FEBRUARY MEETING. INCLUDES THE YNP METRICS YTD. TBID COLLECTIONS ARE UP FRO NOV AND DEC FROM LAST YEAR AT AVERAGE OF 3%. RESORT TAXES ARE UP FROM LAST YEAR AT 5%. WEBSITE AND DIGITAL INCLUDES TOP 10 STATES: THIS MONTH INCLUDE: TX,MT,UT,CA,WS,OH,ID,NJ,MN,CO,OR,IL,MI,MN,PA. TOP 10 COUNTRIES INCLUDE: US, CANADA, GERMANY, FRANCE, UK, MEXICO, NEW ZEALAND, AUSTRIA, BELGIUM, SPAIN, INDIA, ITALY, NETHERLANDS. WEBSITE INCLUDES HIGH CLICK THROUGH RATES AND OVER 70,00 ENGAGEMENTS. NEW APPS TO DOWNLOAD ON THE WEBSITE INCLUDE THE ARENZIA APP AND TRAIL TRACKER FOR DOWNLOADABLE MAPS FOR THE AREA. FAM TOURS INCLUDED: SARA NORRIS, MATT KARSTEN FROM WINDFALL MEDIA GROUPS AND JADE BROADUS WITH MT- COOP I-EXPLORE AND INSIDE OUT MEDIA. WILL BE FINISHING UP AT THE END OF THE MONTH WITH CONTENT, SOCIAL MEDIA POSTS AND BLOGS. ADMINISTRATOR WILL EMAIL THE FINAL MARKETING REPORT TO THE TBID MEMBERS WILL THE MEETING MINUTES.

NEXT MEETING- MARCH 16, 2017 1:00 PM: LOCATION TBD (UPON BOARD APPROVAL)

TOWN OF WY UPDATE:

JERRY J GAVE UPDATE ON THE FOLLOWING

- BIG SKY REQUESTING 1% IN RESORT TAX WITH WORKFORCE HOUSING AND INFRASTRUCTURE ATTACHED TO THE BILL.
- EARLY LEARNING CENTER WILL PROPOSE NEW PLAN AT THE WORK SESSION 6PM ON TUESDAY THE 21ST OF FEBRUARY FOR LAND AND BUDGET \$ TOWARDS THE PROJECT.
- WATER/SEWER MOVING FORWARD NEW TESTING WELL SITE ON THE OLD AIRPORT IS BEING DISCUSSED.
- CAD SYSTEMS FOR 911 IS BEING DISCUSSED FOR UPGRADE OF ABOUT 100K.
- BATHROOMS AT THE TENNIS COURTS WILL BE MOVED TO THE 2018-2019 BUDGET
- RESTROOMS BEHIND ALLEY B (100K) BEING DISCUSSED BY THE TOWN COUNCIL.

MEETING ADJOURNED:3:36 PM.