

West Yellowstone
Tourist Business Improvement District
Meeting Minutes

Thursday, December 8, 2016 1:00 pm
303 Canyon Street Suite #E TBID Conference Room
December Monthly Meeting

Board Members Present: Jeff Schoenhard, Audy Butler, Jerry Johnson, Brock Kelley.

Board Members Absent: John Stallings, Sara Maurer, Jeremy Roberson

Others Present: Dax Scheiffer, Wendy Swenson, Marysue Costello, Kristy Coffin, Jan Stoddard.

Call to Order: 1:40pm

Meeting Minutes: Approval of Minutes from October 19, 2016: Motion: Brock 2nd Jerry
Vote: Unanimous.

Treasurer's Report: Treasurers Report Approved. Bank Balance is \$246,958.11. All bills paid and account reconciled. Administrator passed financials around for review. TBID Collections were review and fiscal year update and 990 taxes were signed and sent: Motion: Brock K. 2nd: Jerry J. Vote: Unanimous

Public Comments:

Wendy S. –Inquired about a travel show in Layton Utah sponsored with Maverick Stores. Jan 5th-7th.TBID/ Chamber dual show. Will need to verify with budget.

Jerry J: Town of WY update:

Town planning meeting discussed ordinance's and zoning issues in the B-3 area. Adopt new Resort Tax Rules this month. Yellowstone Races inquired about logistics for Half Marathon.

Montana Voices Presentation: Presentation by Dax Schieffer. Gave update on the areas logistics and tourism based income avenues into the state. Gave an overall view of what is happening in Yellowstone Country Regions.

Old Business:

TBID Website Previews and Discussion: Marketing Director gave an overview of the new websites options from Wendt. Board discussed options and layouts for both. Marketing director will make a recommendation to Wendt for new website and feedback from the board.

New Business:

Snowmobile Events Request: Travis Watt gave brief 10 minute discussion regarding Snowmobile Expo happening in March 10,11,12. Requested funds in the amount of \$2500 for marketing. Motion to approve funds from Grant fund: Jerry J. 2nd: Brock K. Vote: Unanimous.

Marketing:

TBID Meeting Update: Discussed other TBIDs in other communities and current assessment rates for each community. Legislation in 2017 will open up bills that will affect tourism and lodging taxes etc.

WY TBID Reauthorization: Discussed marketing materials to be distributed to lodging facilities for reauthorization process and protocols.

Winter Marketing Update: YNP Metrics were up in bicycles buses for the month of October by 3.92% Resort taxes ytd. are up by 11.56% TBID Collections overall are about 81.8% of our budget so far. Top views on website include fishing, home, winter, sleep, fall. Top 10 states include: MT, UT,Id,Ca, Wa, OH, Tx, Il, Fl, NY,or,ma, pa, az,nv,nc.

Top10 countries include: Us, Canada, Russia, Germany, uk, spain, france, italy, aust, india, phillipines, Ireland, mexico, Israel.

E-blasts include click rates at 299 click thru. Canto Flight project will be starting in December with website, photos, digital, and videos into online for access of the sites. Will be hosting I-Explore and and bloggers the last week of February and ist week of march.

Marketing report will be sent out with the minutes to all tbid properties.

Marketing Director Transition: discussed transition of marketing director and duties for December with administrator and marketing campaigns for winter and spring.

Next meeting – Thursday, January 19, 2017 at 1PM (Upon Board Approval)

Meeting Adjourned at 3:45 pm.