

West Yellowstone
Tourist Business Improvement District
Meeting Minutes

Wednesday, October 19, 2016 1:00 pm
TBID Conference Room
303 Canyon St. Suite # C
October Monthly Meeting

Board Members Present: John Stallings, Sara Maurer, Brock Kelley, Jeremy Roberson

Board Members Absent: Jeff Schoenhard, Audy Butler, Jerry Johnson

Others Present: Jan Stoddard, Kristy Coffin

Call to Order: 1:10 pm

Meeting Minutes: Approval of Minutes from September 29, 2016 motion: Brock K 2nd: John S. Vote: Unanimous.

Treasurer's Report: Treasurers Report Approved. Bank balance is \$213,572.05. All bills paid and account reconciled. Administrator passed financials around for review. TBID collections were reviewed for the month and discussed with fiscal year update. Motion: Brock K.2nd: John S. Vote: Unanimous.

Public Comments: None at this time

New Business: Grizzly Internet Renewal WI-FI Hot Spot : Discussed the renewal of the Wi-Fi hotspot in the city park. Will add the free Wi-Fi to all kids n Snow posters and discuss the blue Wi-Fi hot spot signs with public works. Will discuss a line item on the budget if it needs to specific. Motion: Brock K. 2nd Sara M. Vote: Unanimous.

WEB Cam Snowmobile Trails: Administrator gave an update on the total cost of camera types and equipment that would be needed to add a web cam to the forest service and trail systems. Approximated cost will be anywhere between 10-15k for install and then a monthly fee to run the software program. Will need to discuss the project further with installers in Utah for a time line for project and completion date. Motion to table until next meeting. Motion: Brock K. 2nd: John s. Vote: Unanimous

Marketing: YNP visitation west Entrance is up 8.14% north is up 4.22% and east is up 8.33% all other gates are down. Resort tax is up 35% from last year. Discussed the legislation on the state level to pass bills that would allow access to the states TBID funds for infrastructure cost on the state level with lodging taxes going towards these

funds as well. TBID collections for august are down 8.38%. Will hopefully increase in next month's collections. Website and digital sessions are up 7.28%.

Top 10 states: UT, MT, CA, ID, NY, TX, CO, WA, NV, MA, WY, FL, AZ, IL, WI, PA.

Top 10 countries include: us, spain, Canada, Germany, France, UK, Australia, brazil, Guatemala, Israel, india, Belgium.

I-explore- blogger should be here end of January and February to write about west Yellowstone winter activities and adventures.

Trip Advisor Home page opportunity will include control of photos, content, with advertising side control panels with 5 links with chamber and TBID split venture. discussion over positive and negative aspects of the page.

Website: update from Wendt that we will have a new look like the chamber but we will be driving lodging room nights for hotel/motel industry. Will be discussing the project and completion of the project and new website with Wendt in November for more specifics.

Landing page sept e-blast had 99% delivery and 3% click rate with 104 clicks back to the website. Digital asset mgmt. system will have our own accessible folders to mark and some will have access to TBID 3rd parties for use on social media print and digital advertising. Website reconstruction chamber made decision to upgrade the website and will be more of a stand-alone site.

Snapchat fence: Snaps identify the fence and has a Yellowstone geo filter to market west Yellowstone. This will be implemented this fall and winter.

Winter marketing: American snowmobiler TV destination segment aired this fall on jumbo tron at heydays. Response was great and encouraged multi generation niche markets. Print advertising will be included on the Dallas flight. This marketing niche will focus on the winter activities for west Yellowstone. Administrator will send out the marketing report with meeting minutes for all TBID properties.

Town of WY Update: None at this time.

Next meeting December 8th, 2016 at 1:00 pm (upon Board approval)

Meeting Adjournment: 2:50 pm