***Meeting Minutes***

***West Yellowstone***

***Tourist Business Improvement District***

Thursday, August 17, 2017 1:00 pm

TBID Conference Room

303 Canyon Street

**August Monthly Meeting & Annual Meeting**

**Board Members Present**: Jeff Schoenhard, Jerry Johnson, John Stallings, Brock Kelley, Jeremy Roberson, dan reger

**Board members absent**: Sara Maurer,

Others present: Audy Butler, kristy coffin, wendy swenson

**Call to order**: 1:27 pm

Meeting minutes approved: Approval of Minutes from July 20, 2017. Motion:Jerry j 2nd: Jeremy r. Vote: Unanimous

**Treasurer’s Report Approved**: Administrator gave update on the filing of the 2016 review by amatics cpa’s. draft documents send and will sign and return letter of representation. Final review documents to follow. Filing of the 990 is underway with Rudd and company. Filing process to begin in September. Bank balance is $230676.12 all bills paid and account reconciled. Passed financials around for review. Motion:Jeremy 2nd: Dan R. Vote: Unanimous.

**Public Comments:**

Jerry J .- map Fund is looking at updating or may need to change parameters of funding due to needs and requests for annual events.

**Marketing**: marketing Director gave update on YNP stats and Metrics: West and north gates are down slightly while south and east gates up slightly. RVs are up and all other vehicles are down for July. Possibly due to year following the centennial anniversary of the park in 2016. gave overview of wy resort tax, tbid collections, and business comparison reports. Website and digital include: e-blasts, facebook focusing on properties and video postings. top 5 pages on the website include: home, lodging, fishing, activities , and biking. Top 5 states include: MT, Ca, ut, id,tx. Top 5 countries: us, south Korea, china, brazil,and Canada.

**summer/fall campaigns include**:

Meetings News Northwest ad & editorial deployed 8/23 for late summer/fall.Dakota Adventures & Bismarck Finder Rec Guide-1/2 pg verticals ea. Renewed partnership with Maverik Adventure Getaways. Yellowstone Loop earned media opportunities. Hear t of fly Fishing fall push. Continued focus on why fly fishing is for everyone Build the brand that West Yellowstone is the heart of fly

PR Outreach, pitch to influencers, Blog to continue, Social media campaign along w/paid Facebook and social placement to drive traffic to landing page and Native article on SLTribune.com. Yellowstone Country Regional Tourism Co-op for warm season campaign—TripAdvisor landing page(split costs with WYCC)

**Winter Preview campaigns include:**

Wendt preparing concepts for two potential main campaigns-

1. Snowmobiling, skew toward female 35-60, broad reach/national

2. Nordic, simple, “unplugged”, drive market

Full-page ad in American Snowmobiler October Issue Buyer’s Issue and November’s Performance & Adventure Guide Live Intent, joint buy with WYCC, 5 ads w/photos to run one month (Oct-Nov)

Roots Rated joint buy w/WYCC; 6 content/influencer articles 700-900 words ea. with photos. To run Nov-March.

**Web Cam:** is up and running: will contract with live view technologies for 1 year pilot program. Will be able to move to alternate locations if needed. Will be able to have access and stream to our website and link to the Chamber website. Expected streaming up and live by labor day weekend. location is top of horse butte.

**Rev Caster:** Marketing director and administrator gave update on the rev-caster model for helpful reporting on gateway towns costs and trends. Will discuss further as we receive subsets of information that impact gateway communities and specific months for the reporting to be helpful to properties and boards of all sizes.

**New Business**:

**Board of director renewals:** Motion to keep officers in the same positions for the upcoming 2017-2018 fiscal year. Motion: Jerry J, 2nd: Brock, Vote: Unanimous.

**Wendt discussion**: administrator handed out breakdowns of placement costs, creative and design costs for the Wendt agency for the previous 2 years. Discussed items for full season campaigns and shorter campaigns that wendt does for the upcoming 2017-2018 season.

Next meetings – Thursday, September 21, 2017 at 1PM (Upon Board Approval)

Thursday, October 26, 2017 at 1pm (upon Board approval

**Town of WY Update**: Jerry J.

* Mills for budget town of wy approved.
* Lil rangers learning center bids should be in aprox 2 weeks. Construction with manager at large or contactors estimated budget 900k.
* Water and sewer tests to come in from deq. discussed Aerators and finishing ponds for sewer and possible future updates.
* Growth plan meeting scheduled on august 21 town of wy to be adopted for September 2017.

**Meeting Adjournment**: 3:23 pm

motion: Jerryj 2nd: Brock, Vote: unanimous.

**Annual Meeting**:

**Board Members Present**: Jeff Schoenhard, Jerry Johnson, John Stallings, Brock Kelley, Jeremy Roberson, dan reger

**Board members absent**: Sara Maurer,

**Others present**: Audy Butler, kristy coffin, wendy swenson

**Call to order**: 3:25

Motion to pass out annual reports and to forward annual reports to TBID members. Jerry j 2nd: Brock, Vote: Unanimous.

**Meeting Adjournment**: 3:30pm