***Meeting minutes***

***West Yellowstone***

***Tourist Business Improvement District***

Thursday, October 19, 2017 1:00 pm

TBID Conference Room

303 Canyon St. Suite#C

**October Monthly Meeting**

**Board Members Present**: Jeff Schoenhard, Dan Reger, Sara Maurer, Brock Kelley, Jeremy Roberson

**Board Members Absent**: Jerry Johnson, John Stallings,

**Others Present**: Kristy Coffin, Audy Butler, Tashina S., Wendy S.

**Call to Order**:1:10 pm

**Meeting Minutes Approved:** Approval of Minutes from September 21, 2017 Motion: Brock K. 2nd: Jeremy, Vote: Unanimous

**Treasurers Report Approved:** Administrator gave upate on collections for TBID and financials passed around for review. All bills paid and account reconciled. Checking account balance is: $266,596.02. Motion to approve treasurers report: Brock K. 2nd: Dan R. Vote: Unanimous.

**Public Comments**: None

**New Business**

**Lighting for Park Pavilion:** Board discussed lighting the pavilion to finish the project for the winter season. Board discussed paying for the project vs. having the Town pay for it the next fiscal budget . Motion: Brock K. is to loan the town $2500 for the completion of the project contingent on the date of completion date of the project and that the town would be able to pay back the TBID in some form of payment. 2nd: Sara M, Vote: Unanimous.

**Meet and Greet Hosting** 1872 Inn, November 2nd : Board discussed the location for the WYTBID Meet and Greet and will move to change the location to the West Yellowstone Chamber of Commerce from 3-5 pm. Administrator will send out an email inviting all lodging properties to come and visit about the renewal and where we are heading 2019 for WYTBID. Will have printed materials and Annual Reports available for the anyone interested:

**Marketing Update:** Marketing Director updated the board on the website and digital numbers. Website top generating pages include: Home, lodging, activities, heart of fly fishing, meeting in west.

Top 10 States include: MT, Ut, Ca, TX, ID, Wa, Co, Nj, FL.

Top 10 Countries: US, Canada, Czech Republic, India, Uk, S.korea, Philippine’s, Tanzania, brazil, mexico.

**Fall Advertising Update:** fall marketing includes Html e- blast, print and digital campaigns for mt parent and meetings new northwest pages. Dakota Adventures, Partnership with Yellowstone Loop tour co-op and Yellowstone Country regional co-op campaigns.

**Winter Marketing Strategies:** will include I-explore Travel: influencer to return this winter, campaigns for digital and print for Roots Rated, Bozeman Magazine, Mt parent buy into big sky, Live intent co-op campaigns and partnerships with the Chamber. Wendt winter campaign will include Dallas, Minneapolis, Houston fly markets while localized campaigns will help boost the drive markets for Montana, Idaho, Utah. Cross country video exclusive that was filmed for West Yellowstone featuring free heel and wheel and the destination markets for cross country ski, and muscle sports. Other projects include: Yellowstone country meeting in Big sky, trip advisor regional Yellowstone country magazine ads, mhla conference September 2017 and Tbid renewal process and printed pieces. Administrator will send out marketing report to TBID Members and invitation ro the meet and greet.

**Town of WY Update**: None

**Upcomging meetings:** Thursday, November 30th at 1pm,

Thursday, January 18th at 1pm

at the TBID Conference room.(upon board approval.)

**Meeting adjourned**: 2:50 pm