Meeting Minutes

West Yellowstone Tourism Business Improvement District

Thursday, May 18, 2017 1:00 pm

303 Canyon Street Suite #E

**Board Members Present**: Jeff Schoenhard, John Stallings, Jeremy Roberson, Dan Reger

**Board Members Absent**: Jerry Johnson, Brock Kelley, Sara maurer

**Others present:** Kristy Coffin, Wendy Swenson, Audy Butler

**Call to Order**:1:20Pm

**Public Comments:** Administrator handed out options for the Web cam and requested that a decision be made to move forward on the option that the board would like.

**Meeting Minutes:** Approval of Minutes April 13,2017: Motion: Dan R. 2nd: Jeremy, Vote: Unanimous.

**Treasurers Report Approved:** bank balance is $254,721.22. All bills paid and account reconciled. Tbid collections for March reported. Administrator gave update on the review for 2016-2017 as per schedule of the WYTBID. Financials Passed around for review: Motion: Jeremy R. 2nd: Dan R. Vote: Unanimous.

**Budget 2017-2018 Preview-** Administrator went through line items for preliminary budget and proposed changes for the upcoming fiscal year 2017-2018. Budget will be finalized for next month.

**Marketing Report:**

Marketing Director Audy Butler Introduction: Audy Butler will be the new marketing director for WYTBID. Begin date of May 15, 2017.

Spring/Summer Marketing Campaigns: Wendy Swenson gave the marketing update for the WYTBID. YNP visitor stats were down 23.89% as well as buses. West Entrance overall was down. Resort tax collections were actually up 7.93%. TBID collections were down for March 2017. Website and Digital campaigns: Website was up on the # of page views and time on the site. Top 10 states include: mt, Id, Ca, Ut, Tx, Wa, Fl, Mn, Az, NY, OH, Va, Wi,Co, Mo, Ms. Top 10 countries include: us, Canada, spain, uk, Netherlands, brazil, china, Germany, Italy, Russian, Australia, france, Poland, Switzerland and india. Spring and Summer campaigns consist of e-blasts, print and digital advertising. Trip advisor co-op campaigns, Yellowstone loop campaigns brand usa fam tours, Yellowstone country regional tourism co-op. video segments. Facebook Canvas ads. Etc…

**Next Meeting- June 15, 2017 1:00 pm: Location TBD**

**Town of WY Update**:

\*Mobile stage/theatre has been purchased by the Town of West Yellowstone. Will be able to use for rental income and will be able to travel to other venues.

\*Day care building currently has 3 bids for building construction.

**Other Directors Comments**:

Inquired of the hoteliers if there has been a decline in group reservations for the hotels that accommodate bus tours around the first of august and September.

**Meeting Adjourned:** 2:30 Pm

**Bi-Annual Grant Meeting:**

**Call to Order**: 2:30PM

**Board Members Present**: Jeff Schoenhard, John Stallings, Jeremy Roberson, Dan Reger

**Board Members Absent**: Jerry Johnson, Brock Kelley, Sara maurer

**Others present:** Kristy Coffin, Wendy Swenson, Moira Dow

**Music in the park:** Wendy Swenson gave an update on the summer series of events for 2017. Q& A session followed: Marketing and advertising discussed.

**Kids n Snow:** Wendy Swenson gave an update on the summer series of events for 2017. Q& A session followed: Marketing and advertising discussed.

**Ski Foundation/Chamber Ski Committee:** Moira Dow gave an update on the request for funds to help new venue to be added to the Ski series for 2017-2018. Q& A session followed. Discussion followed for board members.

Motion: Jeremy R to approve all 3 grants from the wytbid Grant Fund:

2nd: Dan R. During discussion request to fund each grant individually for call for the question to review and approve grants individually.

**Music in the park:** Motion: John S. to approve Music in the park $2500 from the wytbid grant fund. 2nd: Jeremy R. Vote: Unanimous.

**Kids n Snow:** Motion: John S. to approve kids n snow $2500 from the wytbid grant fund.2nd: Jeremy r. Vote: Unanimous.

**WYSEF/Chamber Ski Committee**:Motion: Jeremy R to approve WSEF/Chamber of Commerce $2500 from the wytbid grant fund: 2nd: Dan R. Vote: unanimous.

**Meeting adjourned:** 3:45 pm