***West Yellowstone***

***Tourist Business Improvement District***

***Meeting Minutes***

Thursday, December 14, 2017 1:00 pm

303 Canyon Street Suite #E TBID Conference Room

**November/December Monthly Meeting**

**Board Members Present:** Jeff Schoenhard, Dan Reger, Jerry Johnson( arrived 1:35pm), Brock Kelley, Jeremy Roberson

**Board members absent:** Sara maurer, John Stallings,

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

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

**Meeting minutes approved:** Approval of Minutes from October 19, 2017 motion: brock k., 2nd:, Jeremy, vote: unanimous

**Treasurer’s Report approved:** Administrator gave update on financials, checking balance is $313,108.57. account reconciled and all bills paid. Passed financials for review. Will have mid -year financials/ budget comparison for board in January meeting. Motion: Jeremy R, 2nd: Brock k, vote: unanimous.

**Public Comments:** Jerry J.

Union negotiating for police and dispatch in one union and other departments in another. Deq update approval for town of wy sewer, expecting a well approval sometime this winter in 2018. Simon property development and zoning for multi-property units has not been finalized at this time. RFP for legal services is about to go out for the town of wy for 2 year contracts. Administrator gave update on the national park increases proposal and open comment period has been extended to December 22, 2017 for all to comment.

**Old Business**:

**Pavilion Lights request update**/discussed lights and loan proposals to town regarding the lights for the pavilion in the city park. Will discuss items with town on loan proceedings and will revisit items for new fiscal year budget series.

New Business:

**Renewal update**: Stake holder assignments Discussed the process of sending all tbid printed pieces to the stakeholders for renewal and board member participation in petition signatures and support. Administrator will forward the list of stakeholders to all board members to aid in the petition process and renewal for wytbid. Would like to have 60 % of the signatures and completed petitions in February 2018.

**Snowmobile Events update** : Marge Wanner gave update on the snowmobile events scheduled for the winter 2018 season. Requested the wytbid board to aid in the winter events program as in years past with administrator time for compiling media registrations, packets, and organizational components and trailer expenses of $2500, for the Snow-shoot event in 2018.

Motion: brock K to table for next meeting in January: Discussion from TBID Board: Motion died:

Motion: Jerry J. approve administrator assistance as in-kind for the event, but request for trailer expenses are denied at this time. 2nd: Brock K, Vote: Unanimous.

**Rev-caster Reporting/ Discussion**: Administrator requested input from the board regarding the rev-caster reporting. Board finds rev-caster reporting useful . would like to continue with reporting services april-october months again for future reporting in the next fiscal year.

**Marketing:**

Winter Marketing recap- YNP metrics for board are down 3.4% discussed options and data that support the decrease in West gate visitation including events and weather and road conditions. Resort tax ytd increasing at 2.5%. social media campaigns are increasing with media reaches and post engagements for Oct. –nov. winter page on website is the #1 page on views for winter campaigns at this time. new sessions are up 84.45% and html e-blast continue to drive engagement in the middle of the month. Top 5 countries include: us, Canada, india, china, s.korea and Serbia. Top5 states include: mt, wa, ca, id for oct and nov top5 include: mt,ca,tx,mn,ny. Winter campaigns include co-op with state and coc with print and digital campaigns with silent sports, trip-advisor co-op ycmi, wendt Nordic and winter campaigns. spring Marketing update Other projects include Dobson winter film opportunity, travel shows and pushing the meetings and conventions with associations with hotels and motels that offer retreat and convention of all sizes. Will continue with msae for opportunities for new networking. Webcam to KZBK will continue with efforts on the

Landing Page renewal active: Administrator discussed the landing page is active for out of town land owners to reply to the renewal petition for the wytbid on the website. This will enable landowners to send in petitions for the renewal set for February 2019.

**Next meeting – Thursday, January 18, 2018 at 1PM (Upon Board Approval)**

**Adjournment:** 3:10pm