***Meeting Minutes***

***West Yellowstone***

***Tourist Business Improvement District***

Thursday, August 19, 2021 1:00 pm

TBID Conference Room 303 Canyon street suite #C

**August Monthly Meeting and Annual Meeting**

Join Zoom Meeting: <https://us02web.zoom.us/j/2543478824>

Meeting ID: 254 347 8824.One tap mobile+13462487799,,2543478824# US Houston)+16699009128,,2543478824# US (San Jose)

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

**Board Members absent:** Alma Clark,

**Others Present:** Kristy Coffin, Audy Butler

**Call to order:** 1:15

**Public Comments:** August events were successful this summer including. Horseshoes for heroes events, Music in the park, Rod run.

**administrator report:** Destination development will be starting on September 10th and 17th for the West Yellowstone Core Team and study with findings. Draft of the Employee Handbook has been drawn up with administrator changes. The company will send an updated copy and administrator will forward to the board update, centennial car project is moving forward with the painting and and clean slate will be here to digitize and photograph the rail car and images for the wrapping process.

**Meeting Minutes Approved**. Approval of minutes from June 17, 2021 motion: brock k. 2nd: Jerry J.. Vote: unanimous.

**Treasurer’s Report:** Administrator gave update on the TBID Collections for June. Checking account balance is $181,646.75. All bills paid and account reconciled. Balance sheet and P&L for board review. Administrator gave update for the TBID bed Occupancy Reports. Discussed meeting with representative form castle peak investments.

**Board Member Appointments:** Jerry J. Motion to keep the board appointments as they are for 2021-2022 fiscal year: 2nd Brock K. john s. call for question. Vote: jeff s. non favor, approved by majority in favor.

**Marketing Campaign updates:** marketing director gave the update on the July stats for YNP and West Yellowstone Metrics. West entrance is up of 58% north gate is up 77.8% n.east gate is up 54.44%. Resort taxes up 7.25% from 2019. TBID Collections are 20% down from the 2019-20 fiscal year, due to increase of non-TBID properties and nightly rentals. Facebooks is still continuing to have high engagement and sky-west campaign is producing traffic and awareness. 5 flights a day into west Yellowstone is increasing visitation and foot traffic as rental cars are still in high demand with low inventories.

Html e-blasts continue to push for fall bookings and early winter awareness. New winter with creative ads will be available in September meeting for the Winter launch. Marketing director will continue to update ads and collaborate with the Wendt agency for the best campaigns possible.

Rediscover campaign launch on May-Sept. Social media and digital ads are producing nicely. Website top pages include: Spring Activities home lodging and webcam. Top 10 state include co, mt,va, ca, id, ut, ks, tx. Top countries include: us, China, Canada, uk, Australia, Germany, Ireland, Mexico. Italy. Administrator will send full report to the tbid stakeholders.

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

* union contracts are signed and completed.
* well #4 testing well is awaiting reports for full functioning, well #5 is moving ahead.
* 4canidates for the town council election. Write-in closes aug 30th.
* Airport discussion for water and sewer access.
* Land trust housing development in discussion stage with zoning being the next step in the process. Adopted the Think-Tank proposal as a potential model to review and get ideas for further development.
* Sewer plant has had increase in building costs from aprox 15mill to 27 mill.
* Positions for town are being filled. Including town mgr, public works, dispatch, officers.
* Judge position will be appointed on September 7th with interview on Aug 31.
* Budget adopted for the 2021-2022 fiscal year aprox 7 million in expenditures.

**Next meeting – Thursday, September 16th at 1PM (TBID Annual meeting to follow:)**

**Meeting Adjournment** 2:50pm :motion: jerry. 2nd:sara.vote: unanimous.

**Annual Meeting call to order**:2:51pm.

Director handed out the year in review report with comments from board. Administrator will send to all TBID Stakeholders with the July TBID Report and Annual reports.

**Meeting Adjournment:** 2:58 pm motion: jerry. 2nd brock. Vote unanimous.