**Meeting Minutes**

West Yellowstone Tourist Business Improvement District

Thursday, June 17, 2021 1:00 pm

TBID Conference Room 303 Canyon Suite #E

June Monthly Meeting

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

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

**Board Members Present**: Jeff Schoenhard, Brock Kelley, alma clark, Sara Maurer, John Stallings

**Board members absent:** Jeremy Roberson, Jerry Johnson

**Call to Order:** 1:05pm

**Public Comments:** Reminder to slow down at intersections due to high traffic and increasing accidents. Fireworks for 4th could be increased hazard for accidents for summer 2021.

Administrator Update: administrator gave update on the Rail Trail project as well as the rail car project will be looking for other funding sources for project completion. Update on the new feature of the horse butte web cam. Summer events will be continuing with music in the park rod run and fourth of July. wi-fi hotspot in pioneer park could use increased signage and discussed splash page for the new users that get on the hotspot. Administrator discussed the employee handbook and will continue with the process with together consulting in big sky. Administrator will keep the board updated through the process.

**Meeting Minutes approved:** Approval of minutes from last meeting (May 20,2021) Motion: Sara M, 2nd: john S. Vote: Unanimous

**Treasurers Report approved:** administrator gave update on the filing of the tax returns and current reconciliations. All bills paid, and financials passed around for discussion. TBID Collections and reports given to board for update. Current checking balance is: $171,179.31. administrator gave update on the Budget 2021 -2022 and will complete final budget for the town to adopt for the upcoming fiscal year. Motion: Brock K, 2nd: Sara m, vote: Unanimous.

**Marketing Campaigns:** marketing director gave update on the YNP and town metrics. West entrance for may is up 8% as well as all other entrances have increased visitation. Autos are up 37.3% and bus travel continues to be down. Memorial day is up by double digits over the 2019 memorial day holiday. Resort tax is holding with a YTD decrease in tax revenues at 3%. Social media activity is increasing with post engagements up 8%. New users to the TBID Website are up 5.22% from 2019. Top pages include: Hohme, lodging,webcam, 10 best activities, spring. Top 10 state include: va ca tx ut mt ks co. top countries include: us, india , brazil, and UK. The adventure campaign continues to do well with 3 mill impressions and performance increasing. Creative placements for warm season include national parks trips media. Airport campaigns are doing well with the san diego airport and Austin airport with lcd screens and large placements in terminal for ingoing and outgoing. Wy Airport is also doing well with the 5 flights/day into Yellowstone country. Administrator will send marketing report to all stakeholders with the meeting minutes.

**Next Meeting- Thursday, August 19, 2021 at 1:00 PM. Location (TBD)**

**Town Update:**

Discussed new candidates for the town manager position. 3 positions available for law enforcement officers. Moonrise clearing lots for new housing project.

**Meeting Adjourned: 2:35 pm**