***Meeting Minutes* December Monthly Meeting**

***West YellowstoneTourist Business Improvement Dist***

Thursday, December 7, 2023 1:00 pm.TBID Conference Room

303 Canyon St. Suite #C

Join Zoom Meeting <https://us02web.zoom.us/j/2543478824> Meeting ID: 254 347 8824

Board Members Present: Jeff Schoenhard, Sara Maurer, Jerry Johnson, John Stallings, Alma Clark,

Board Members Absent:Jeremy Roberson, Lisa Johnson

Others Present: Kristy Coffin, Audy Butler

Call to Order: 1:10PM

Public Comments: Administrator talked about Kids n Snow December possibly canceling if not enough snow to be received a that time. Jerry Johnson informed board that Bozeman health had a grant and used it to come to West Yellowstone to give COVID and flu shots this season. Grooming committee will be meeting Friday at 1:00 at the chamber boardroom to discuss future grooming needs.

**Meeting minutes approved:** Approval of Minutes from September 21, 2023. Motion: Jerry J. 2nd Alma C. Vote: Unanimous

**Treasurer’s Report approved**: administrator gave report on the filing of the 990. Balance sheet and P&L reports discussed and in the board members packets. All bills reconciled and balance of checking account is $197,265.62. Administrator will be working with Rudd and co for the year end paperwork and filings and journal entry. Administrator discussed budget versus actual report budget is right on track for the season expenses and income. Motion: Jerry j 2nd: alma, Vote: unanimous.

**Administrator update:**

\*TBID Assessment Information was discussed and assessment flyers will be sent at the first of the new year to the TBID Stakeholders. Will discuss with wendt to add a landing page that would have the information included for people to get more information. Winter event schedule was attached in the packet and handed out. Opening for park on December 15th will determine how much snow is on the road at the time. Wheel vehicles should be able to enter regardless. Rail trail spring event will happen in spring of 2024 with state representatives invited and local partners and federal partners to host ribbon cutting ceremony and celebration at the trailhead by the museum. Administrator requested rooms for one of three sets of winter influencers that will begin arriving in West Yellowstone December. We'll need rooms to offer the groups. Administrator requested sled dog rooms for the kids in snow program December 17th January 13th February 10th and March 9th.

**Marketing Report and Campaign updates**: Audy Butler went over statistics for Yellowstone National Park, resort taxes TBID collections etc. Marketing director discuss statistics with Zartico our data visitation software program. As of this year Yellowstone National Park is up over last year at this time. the TBID collections are also up around 17% at this time. Advertising is off to a good start website has had a refresh and new look for the fiscal year. Will be adding a landing page for the T bit assessment increase. Wendt has been putting together schedules for social digital campaigns. Performance has been well over than expected at this time. New winter segments clips will be utilized from last year's photo shoot. New creative and different messaging will be the focus for winter marketing. Administrator will send out the marketing report to all TBID stakeholders as well as the meeting minutes and town update.

**Next meeting – Thursday, January 18, 2024 at 1PM (Upon Board Approval**

**Town of WY Updat**e: from Dan Walker:

DEQ Approval- WWTP. The Town’s WWTP project was approved through DEQ on 10/31 Advertisement for bids for the WWTP were submitted on 11/7. A pre-bid conference was held at Town Hall and the WWTP site on 11/20. Bids are scheduled to be opened on January 9, 2024. The Town is anticipating breaking ground in the spring of 2024 and having the facility fully functional by the spring of 2026.

Montana League of Cities and Towns Conference. The 2024 Montana League of Cities and Towns Conference will be hosted by West Yellowstone in October 2024.

West Yellowstone Housing Coalition. The West Yellowstone Housing Coalition met on 11/8. HRDC Staff were available via zoom to run through the draft Housing Needs Assessment. The Coalition members will review the draft, make comments and then HRDC will release the report to the public and Council for review. They will come and present the report to the Town Council in the next few months. We also had a discussion on the 80 acres and a quick update on the Gallatin Co. Housing Coalition, the WWTP Bidding, and the Zoning Code update.

Gallatin County Housing Coalition. We had our quarterly housing meeting on 11/17 in Belgrade. Katrina from the Chamber, and Carrie from WYF also attended the meetings. We had a good discussion about the outcomes of the 2023 meetings and then had breakout sessions to talk about action plans for 2024. One of the sessions concentrated on vetting and creating common language around affordable housing to try to work on messaging and create some continuity in policy for communities in Gallatin County. The next meeting will be in Bozeman after the first of the year. West Yellowstone will host the April 2024 meeting.

FLAP Grant. I received an email on 11/9 indicating that we were not selected for the FLAP construction grant for the in Town portion of the Shortline Trail. Town Staff will need to evaluate other funding sources for the project.

Resort Tax Association. I met with Danny Bierschwale from Big Sky and Dana Smith from Whitefish via zoom regarding the creation of Articles of Incorporation and Bylaws for the creation of an Association of Resort Tax Districts and Communities. The purpose of the group would be to share best practices, lobbying, resources, and to develop a consistent platform for the resort tax communities and districts.

Facility Planning Study. The Town is currently conducting a Facilities Planning Study with our Town Engineer to determine future water and wastewater infrastructure needs . Dave Noel indicated that they had initially hoped to be finished with the work by the end of 2023, but looks like they will be aiming for January of 2024 for completion. The Town will host a public hearing prior to the adoption of the Plan.

Meeting Adjourned: 2:15 PM