***Meeting Minutes West Yellowstone***

***Tourist Business Improvement District***

Thursday, June 20, 2024 1:00pm.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, John Stallings, Alma Clark, Lisa Johnson

**Board Members Absent**: Jerry Johnson, Jeremy Roberson

Others Present: Kristy Coffin, Audria Butler

**Call to Order:**1:20 PM

**Public Comments**: None

Administrator update: 2025 Assessment Increase update: Administrator handed out updated square footage assessment petitions for hoteliers. Currently have 50.32% of the square footage needed for support. Board members will help get the final petitions signed that are needed to move forward to meet the January 2025 goal. Summer events 2024: Events will kick off with 4th of July celebration and music in the park concert series. VIC restrooms project should be completed by 4th of July. museum update: Trent Redfield is new director of the museum and is working on new events for the museum. airport update: Yellowstone flights will continue for summer with Delta via SLC and United from Denver. New terminal is on schedule and is planning for summer 2025 launch date. Serenity Bistro is restaurant on site and will plan to move into new terminal. Yellowstone Short-line Trail benches will be installed summer of 2025 and ribbon cutting ceremony will scheduled for Thursday September 4th in conjunction with wretched mess and fly fishing festival weekend.

**Meeting Minutes Approved:** Approval of Minutes from March 7, 2024: Motion: Johns S. 2nd:Lisa J. Vote: Unanimous

**Treasurer’s Report approved:** administrator gave updates on the financials for end of fiscal year 23-24. Collections for past years include may15-apr2019 collections on average were $330,000.00 and May 2018 -Apr 2024 collections on average have been $295,000.00. discussed the importance of getting room nights in west and how to keep them here. Occupancy Reports also reflect the drive market competition and need to keep heads in beds in West. account balance is $113,932.66 with bills paid and reconciled. financials included in board packet for review. Budget 2024-2025 was discussed in detail and is including the collections for Jan-April 2025. Forecasted estimates are included in the budget presented to town of wy. Admin will finish budget send to board for final approval via email prior to submittal to town. Motion: Sara M.2nd:John S. Vote: Unanimous.

**Sara Maurer Term renewal**: Term of 4 years effective June 4, 2024 Term Expires 6-4-2029. Board representative 10-49 rooms. motion: Alma C 2nd: john S. Vote: Unanimous

**Marketing: Report and Campaign updates by Audy Butler**: Marketing Report reflected march April and may 2024. yellowstone west gate visitation was up on average 20+% for those months. Resort tax collections are ytd 13.23%. Metrics for TBID Collections are up over last year. Messaging for campaigns included the Location is Everything for social media and digital campaigns to combat the drive thru market travelers that are increasing with stays in our regional competitors.

Updated spring creative for warm season planning. Inspiration for staying in West

when traveling to YNP Used in digital placements/targeted display HTML promoting warm-season and building on hiking blog/activities in and outside of

the Park. ads, in L.A, San Fransisco. The influencer campaign in West Yellowstone was overwhelmingly successful. 736,228 total impressions over 4 channels

Goal to promote winter visitation. Blog Meets Brand noted how impressive engagement rate was especially with only 4 influencers (typically

see those rates with closer to 10 influencers) One of the best travel campaigns they have seen Influencers went above and beyond with amount of content, LOVED the product. Most IG stories they’ve seen shared from 1 influencer.

Top Web Pages: 1. Home,2. Spring,3. Lodging,4. Top 7 Hikes Outside YNP,5. Webcam-Hebgen Lake,6. Activities,7. ATV/UTV,8. Yellowstone NP,9. 10 Must-do Family Adventures, in WY-blog,10.How to Experience the Best Wildlife Watching in WY-blog. Top Countries include: 1. US2. Germany3. Canada4. UK5. Spain6. Japan

7. Australia8. France9. N/a10.Estonia. Top regions include: 1. California3. Texas

4. Kansas5. Virginia6. England7. Arizona8. Madrid9. Montana10. Georgia

**Next meeting – Thursday, August 15th at 1PM (Upon Board Approval**

**Town of WY Update: by Dan Walker:**

**WWTP Notice to proceed.** I signed the Notice to Proceed for RSCI on 5/24. The Official start date is next Tuesday May 28th. The substantial completion date is 11/27/25 and final payment on the project will be made on 12/27/25. Forsgren and RSCI are planning a groundbreaking ceremony for Friday June 14th, at 10AM.

**WWTP Groundwater Discharge Permit.** Our groundwater discharge permit was renewed and is effective July 1, 2024 until June 30, 2029. The permit was renewed with a nitrogen effluent limit of 314 lbs/day total Nitrogen, similar to our last permit.

**WWTP Loan A and B Closing.** Loan A and B through DNRC have officially been closed and are ready to be drawn. Loan A is the $750,000 forgivable loan, and Loan B is $15,000,000. We have also been approved for an additional $15,000,000 C Series Loan that we will close on in the future. Thank you to Katie for her hard work on getting the documents ready and ensuring that all of the paperwork was accurate and on schedule.

**Zoning Code Update**.The Planning Board has been working on the update to the Zoning Code with Consultant Scott Hazelton from Hyalite Engineering. The board met on 5/23 and did a full review of the zoning code revisions. Draft documents are posted on the Town Website. Scott also presented at a Town Council Work Session, and a second draft of the revisions will be presented to the Planning Board on 6/20. The intent is to hold public hearings and have the Town Council consider adopting the revisions in July. The Public is encouraged to attend the meetings and provide feedback on the process.

**Planning Grant.**  We were awarded a $30,000 Planning Grant to offset the cost of Scott Hazelton’s work on the zoning code update. Thank you, Katie!!!

**Budget.** The Town is currently in the middle of budget season. The preliminary budget is being proposed for adoption at the 6/18 Town Council Meeting.

**Shortline Trail Meeting.** I met with representatives from the Shortline Trail regarding some options for temporary delineation of a trial from the Depot to the Shortline Trail. I asked them to work with the Park Board on some options and come up with a plan and a budget to present. They will be discussing this item at the next Park Board meeting.

**TD&H Facility Tour.** We met with Kyle and Matt from TD&H and talked about engineer transitioning and did a tour of the Town to show them ongoing and upcoming projects, and get them orientated to our facilities. We are looking forward to working with them and getting some new perspective on our projects.

**Mike Gavagan Resignation.**  Mike submitted his letter of resignation. His last day will be December 1st. I have been meeting with Mike and Liz to review the hiring materials from the last Chief search and we plan to get the notice out on Monday. We plan to advertise until around August 1st and conduct interviews in August/September. We hope to have someone on board so there is some overlap between Mike and the new Chief.

**Police Officer Hires.**  We have hired 2 new Police Officers, Nick Liszka and Christian Slowinski. They will be sworn in at the 6/18 Town Council meeting.

**Dispatcher conditional offer.**  We have made a conditional offer for a dispatcher position and the candidate is currently going through background investigation. We still have one position open.

**Meeting Adjournment: 3:15 pm**

**Employee Evaluation Meeting**

Call to Order: 3:17

Board met with administrator and marketing director individually discussed metrics of performance and deliverables to the board. Increase for the 2024-25 season is 3.5%. administrator is to put into effect June 16, 2024.Job descriptions were requested from the president for updating purposes. Motion: jeff 2nd: Sara M. Vote unanimous.

**Meeting Adjournment: 4:20pm**