***Meeting minutes***

***West Yellowstone***

***Tourist Business Improvement District***

Thursday, August 17, 2023 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

**Board Members present:** Jeff Schoenhard, Jerry Johnson, John Stallings, Sara Maurer, Jeremy Roberson

**Board members absent**: Lisa johnson, , Alma Clark

**Others present:** Kristy Coffin, Audria Butler

**Call to order**:1:20 pm

**Public Comments:** goal posts for football field monies have been raised and should be going in this fall. Grizzly boar has been seen in the Madison addition so heed caution. Increased bear activity on popular area trails as seasons change.

**administrator report:** administrator gave update on the warm season events such as Music in the Park will finish up their season on the 26th with the wretched art mess festival events and activities at the park all day. Chamber visitation for 22-23 fiscal year was 232k visitors. July of 23 saw 50k visitors in July alone. Administrator reminded hoteliers to call the visitors center if they need rooms to fill. Discussed rate increase flyer that administrator will start working on with the marketing director for tbid stakeholders.

**Meeting minutes approved:** Approval of minutes from July 6, 2023 Motion: sara M. 2nd: Jeremy vote: unanimous.

**Treasurer’s Report approved:** administrator Discussed TBID collections from June collections. Currently are up from last year at this time. Occupancy reports, balance sheet, P&L were included in the discussion and board packets. All Bills paid account reconciled. Balance in checking : $ 187,231.62 Motion: Sara M. 2nd: Johns S. Vote: Unanimous.

**Board Member Appointments 2023-2024:** Motion to keep the appointments the same as the previous year for fiscal year 23-24 Jerry Johnson: 2nd: john S. Vote: all board approved. Jeff Schoenhard vote: no. Motion passes with majority.

**Marketing Campaign updates**: included metrics from YNP entrances saw all increases over previous year with north and northeast being up over 60% from previous year due to road closures etc. Resort taxes are up 19% over last year. Organic posts from wendt will become more streamlined and will look more unified as we move into the new fiscal year with new imagery and clean ads and social media engagement. Fall planning strategy was sent from wendt to audy and katrina to establish call to action items moving forward in the next couple of weeks. U-tube is doing well and nativo ads will have one more push to see what metrics it will perform next month. Zartico data is finding more markets and visitor spending from Denver phoenix, Minneapolis and Chicago and billings. Google analytics moved to a G4 platform and will have a new look with new reporting assets. Avelo airlines will be flying to Burbank this winter 2xs a week. Administrator will send out marketing report with meeting minutes to all stakeholders.

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

**Cemetery Addition.** Bob Everett stopped by to talk about the expansion of the cemetery to the South. This has been something that has been discussed for some time Currently, there are 87 full lots available and 13 cremains only lots available. . With the demand for lots this year and the number of remaining lots, this may become a priority sooner than later.

**DEQ WWTP Call.** We had a call with Forsgren and DEQ on 7/26 to discuss the responses to their comments. The call was very valuable to help talk through some of the remaining issues raised by DEQ. Most of the outstanding items should be fairly easy for Forsgren to address. DEQ is accepting responses to comments as Forsgren completes them, and Dave indicated that they should have all of the responses back to DEQ by 8/4.

**Facility Planning Study Call (Forsgren).** We had our weekly call with Forsgren regarding the Facililty Planning Study. The Town is evaluating our entire Water and Wastewater systems to strategically identify future repairs and gaps in service. Jon Brown identified issues with the existing system that need to be addressed. He also identified gaps in the mapping system which will be corrected by Forsgren. Jon also provided flow data.

**Street Seal Coating and Painting.** The town will be seal-coating all north/ south streets between Yellowstone Ave and Gibbon Ave beginning August 7th through the 9th.

stalls, buffer zones and centerlines) will be getting painted on August 17th and 18th.  Just a heads up. Thanks everyone!

**Resort Tax Collections FY 22-23.** Final figures for the FY 22-23 are in. The Town collected $5,014,870 on the 3% and 1,671,623 on the additional 1% for a total collection of $6,686,493. This was down 12.66% from the previous year, but still very positive. FY 23-24 started off nicely with 19.1% increase over July 2022 collections.

**Casting Pond.** The casting pond has been filled and benches and rod racks have been installed. Plans are being made for a “grand opening” sometime in the near future. Feel free to practice!

**Next meeting – Thursday, September 21st at 1PM (TBID Annual meeting to follow:)**

**Meeting Adjournment: 2:20pm**

**Annual Meeting 2023**:

**Call to Order**: 2:22 pm

Administrator and Marketing director handed out the printed copies of the annual report for the 2022-2023 fiscal year. Board looked through report for any revisions and or questions of the final report.

**Meeting Adjourned:** 2:35 pm