Meeting Minutes

West Yellowstone Tourist Business Improvement District

Thursday, October 17, 2024 1:00 pm. TBID Conference Room 303 Canyon street suite #C

**October 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**: Alma Clark, Lisa Johnson

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

**Call to order**: 1:10 pm

**Public Comments**: None

**Administrator Update:** updated the board on the assessment increase and that the 2nd public notice was held on October 1st. There is nothing left at this point increase will go into effect on the 1st of January. The prebooked rooms will not be reported only the reservations made after the January 1st date. Update on the Airport 2025 flights with United and Skywest should be starting in May and will keep getting updates as things progress with the project. Winter event scheduled will begin with the Ski Festival over Thanksgiving break and will begin November 25th -30th. Kids n Snow dates are as follows. 12/21, 1/4, 2/1, 3/1. Snow Shoot 2026 will happening this February 2025 dates to follow.

**Meeting Minutes Approved:** Approval of minutes from September 19, 2024: Motion: Jerry J. 2nd John S. Vote: Unanimous.

**Treasurer’s Report approved:** Administrator did an overview of the financials, TBID Collections, Occupancy Reports. Checking account balance is $147,150.57. account is reconciled and all bills are paid. Balance sheet and P&L reports are included in the board packets. Discussed collections for the upcoming months and will do more of a financial strategy at the January meeting. Motion: Jerry J 2nd Sara M., Vote: Unanimous

**CD interest (3-month)**: Discussion regarding using our reserve fund of 60K and putting it into an interest bearing 3 month CD account at FSB do help bring in some additional interest income for the WYBID. Motion to approve Administrator to get the ball rolling with FSB and Treasurer’s assistance for renewal and protocol purposes. Sara M 2nd John Stallings, Vote: Unanimous.

**OTA /Booking .com Updates:** Board discussed the options of the new implemented VCC(virtual credit card) option offered by Booking.com to remit state level taxes and city resort taxes on the behalf of the hoteliers that want to be a part of the program. There is an opt out option, but still need some details of the program and further information. Administrator will work with the board to send a letter discussing the options and or be a liaison between the TBID and governing body to make sure the information is being relayed to the TBID Stakeholders. Motion for Admin to gather more information and to draft a letter of support so that the board can make an informed decision on next steps. Motion: Sara M. 2nd: Jerry J. Vote: Unanimous.

**Ordinance 276 Discussion**: Board discussed the overlay insert of the new Ordinance 276 of the Zoning plan approved by the Town of WY on Oct 3rd. Discussed ideas and some possible concerns of the verbiage in the overlay to possibly create some issues in the future for the landowners of West Yellowstone B3 area. Administrator will add as the action item for the January Meeting and give direction to the administrator to draft a letter addressing concerns.

**Marketing:** Campaign updates by Audy Butler

September 2024 YNP Visitation of 852,435 guests to Yellowstone National Park in September of 2024 was up 1.67% compared to September 2023 (838,458), and down approximately 3% from 2021.YTD YNP has hosted 4,349,689 recreation visits, up 5% from 2023 and down 3% from 2021.2024 recreational visitors by entrance (vs 2023)• West entrance– Down .4% (361,700 vs 363,208)• North entrance –Up 10.5% (193,156 vs 174,807)• Northeast entrance- Up 12.5% (64,400 vs 57,236)• South entrance-Down 3% (145,836 vs 150,462)• East entrance- Down 5.82% (87,343 vs 92,744).Paid Social included: Strategy: Use Crowdriff imagery, mimicking organic Meta environment feel. Animated w/music as well as video.

Messaging: Family, Food, No Crowds, travel outside main tourist season Run dates: 8/8-9/15 Markets: Montana (west of the Divide plus Helena & Great Falls), Regional Drive & Flight, Pinterest placements: Regional Drive Markets: MT, ID, WY, MN, WI, ND (excluding Gallatin &Park counties)Flight Markets: SLC, San Fran, San Diego, ATL, Austin, Dallas, Denver,Phoenix, LA.Boise-specific campaign as well, building on new direct flights from Boise for winter season. Fall ads and eblast are performing higher than industry average rates. Admin will send out report TBID Stakeholders.

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

Chief of Police. The Chief Candidate signed and returned his conditional offer of employment letter today. We are still waiting for the psychological evaluation and background investigation before Chris gives his formal notice, and we establish a start date. Chief Gavagan indicated that the background investigator and Dr. Watson have the information they need, and have been in close contact with Chris. Mike is hopeful that the work will be complete by the end of next week.

New Hires. Two new hires started today 10/15, Tia Mondok as the Social Services Assistant, and Todd Nickolich as an Equipment Operator. Please welcome them both if you see them around! Dispatch Interview. We have an interview scheduled for a dispatcher next Friday 10/25.

MTLCT and MAP Conferences. I attended the League of Cities and Towns Conference and the Montana Association of Planners Conference over the past 2 weeks. Lots of good sessions and networking. I also receive continual learning credits for my AICP Accreditation.

DRG We had a DRG meeting on 10/10 to discuss 3 projects. Grizzly RV is looking to upgrade/replace 3 cabins, we reviewed a residential remodel project, and the One Horse Motel is looking to rebuild units that were destroyed in the explosion. More information has been requested from the applicants, and DRG will meet and continue to review the requests once that information has been provided. HBFD meeting. We have a work session scheduled for Tuesday October 29 th to meet with HBFD. Please let me know next week if there is information you would like to see in anticipation of the meeting.

**Next meeting – Thursday, January 16 th at 1 PM upon board approval**

**Meeting Adjournment**: 3:30PM