***Meeting Minutes***

***WY Tourist Business Improvement District***

Thursday, March 7, 2024 1:00 pm 303 N. Canyon Street Suite #E

**March Meeting**

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

**Board Members present**: Jeff Schoenhard, Alma Clark, Sara Maurer, Lisa Johnson, Jeremy Roberson

**Board Members Absent:** John Stallings, Jerry Johnson

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

**Meeting Call to Order**: 1:10pm

**Public Comments:** none

**Administrator Update:** administrator gave update on follow up events for Kids n Snow and snow shoot. Both events were a success and given the snow situations, had good turnouts. Plan is to continue for the 2024-2025 season.

**Music in the park** has met and will be sending out sponsorship packets to all of the local businesses. Thankyou to all of the lodging properties that have donated and are supporting our bands for the upcoming events.

**Governors Conference** April 14-16th Missoula Hilton: administrator will be attending. Administrator gave an overall view of the types of tbids we have in the state and what other communities are doing with their funds. Emphasized the importance of the mission of the tbids to keep the funds in the tourism realm. Discussed late payment fees and also the funding timelines. Discussed the TBID Assessment petitions as they are being turned in by tbid stakeholders. Will have a spreadsheet of where the percentage is for the petition and increase in April. Discussed the state supreme court as the highest source of command as tbid statues and verbiage for all tbids. Legislative issues will be concerning sb540. Mt Dept of Commerce and Brand MT Tourism efforts were also discussed. More to come at the Governors conference in April. Discussed the terms of the current board members and upcoming terms that will be expiring. Administrator will update the town of wy to post the board openings as needed.

**Meeting minutes approved**: Approval of Minutes from January 18, 2024 motion: Lisa J

**Treasurer’s Report approved:** administrator gave update on the financials ytd. Marketing and other budget items are on par as per the budget. Discussed the filing of the 990 with Rudd and co for the 2023-2024 fiscal year. Profit and loss and balance sheet attached in the board packet for review. Checking balance is $146,474.36. all bills paid and account reconciled. Motion: Jeremy, 2nd:Lisa J. vote: unanimous.

**Marketing:**

Campaign Updates: by marketing director: YNP stats for January West Gate are: West Statistics: Snowmobiles: Down 56.86% (2,416 vs 5,601) Snow coaches: Up 7.58% (667 vs 620) social media marketing highlights included: Paid campaigns to regional drive market promoting recreational winter travel, Winter! Family recreation Girls Getaways Lodging. HMTL showcasing winter recreation, WY Travel Guide, all season inspiration, Programmatic placements, another month in SFO based on continued performance. Digital banner ads for use in programmatic as well as mobile location targeting ads. 2 month campaign, San Francisco Targeting winter adventure, all season inspirational. Targeted display, 86,381impressions. PPC 12,622 impressions. Website with organic traffic is seeing a huge jump in traffic with increases of up to 283%. Winter Influencers performed well and with posting on social media will continue to market and increase the awareness pf west Yellowstone mt. Wendt winter marketing campaign results are included in the slide and will continue to monitor the performance of the markets and roi on spend. Zartico will continue to be the data program for the stats on spending, airport placement for advertising, and visitor to resident ratio for the 2024-25 fiscal year. Administrator will send out marketing reports to all TBID properties and stakeholders.

Town of WY Update: Dan Walker

**Union Representative Meeting.** I was able to touch base with the new Field Representative for the Unions, Justin Hawkaluk. He was in Town meeting with the membership. He said they intend to send us a letter to open the contract within the next few weeks, and set up some dates in April to begin negotiations.

**Employee Personnel Manual.** In accordance with the Policy Manual and Union Agreements, proposed amendments to the policy must be provided to the staff and bargaining units at least 15 business days prior to adoption. Due to timing, we will bring the item for consideration of the Council for adoption at the April 9th meeting.

**Engineer RFQ.** The RFQ for Engineering services has been sent out. It was published in the Bozeman Chronicle, Montana League of Cities & Towns website, and is available on our website.  We also sent it directly to 14 firms that have shown interest in the past.  We will be accepting proposals until 4:00PM on Friday March 29th. Feel free to share the RFQ as you see fit. We intend to interview firms on April 9th.

**WWTP.** We received our notice to proceed from DEQ for the WWTP on 2/23. A notice of award of contract was sent to RSCI on 2/23 and the documents were signed and returned to the Town on 3/4. Forsgren and Jane are currently reviewing and we anticipate fully executing the contract within 10 days, as required. A notice of award was also sent to Aeromod for the major equipment selection award. We should be scheduling a preconstruction meeting in the very near future and then a notice to proceed will be issued to RSCI. RSCI has indicated that they plan on being on site by May 1.

**Moonrise.** The Planning Board met on 3/1 to review the Zoning Application for Moonrise. The Board heard a revised staff report and took public comment related to the project. The Board voted unanimously to recommend approval by the Town Council. The item will be on the March 19th Town Council Agenda for consideration. The item will be posted as a Public Hearing and will be noticed as such.

**Switchback Leadership Training.**  I will be attending a luncheon in Bozeman on 3/6 to celebrate the graduation of Katie Thompson and Dianna Hansen from Switchback Leadership Training. I am proud of both of them for their dedication to personal grown and leadership!

**Next meeting – Thursday, May16, 2024 at 1PM (Upon Board Approval)**

**Meeting Adjournment:** 1:55PM