***Meeting Minutes West Yellowstone Tourist Business Improvement District***

Thursday, January18, 2024 1:00 pm

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

**Board Members Present**: Jeff Schoenhard, Jerry Johnson, John Stallings, , Lisa Johnson, Jeremy Roberson, Alma Clark

**Board members absent**: Sara Maurer,

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

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

Public Comments: Kristy Coffin shared a series of 3 reimagining rural discussions to be held in west on 1-29,2-12, and 2-26. Will be held at the chamber of commerce and is encouraging people to attend from the community.

**Administrator update:** Administrator gave update on the 2 KNSs weekend events. Snow-shoot Feb 24-Mar1st 2024 will be happening at the airport venue with riders and media groups to visit west Yellowstone. XC Workshop to be in west Feb 3rd 9-4pm. Polaris is here for a photoshoot for 2 weeks starting January 15th. Governors’ conference is in Missoula April 14-16th.Mip Lineup is complete for the 2024 season with 8-2/8-3 needing filling. 3rd winter influencer will be hosted at hibernation station Feb6-9th will be reviewing their footage at the end of march to assess.

State TBID workshop February 21, 2024 Helena. Assessment increase for the WYTBID will be moving forward to have increase in place January 2025. Landing page for website will completed January 25-28th . New assessment petition and verbiage to follow mailer and via digital correspondence will be sent in February as well. Administrator gave update on the airport service to resume with Delta beginning May 5th-=October with 1 flight daily. United to Denver will be doing service to west next 3 years. Discussion with Alaska in future flights to west and will have some digital marketing opportunities for TBID.

Meeting minutes approved: Approval of Minutes from December 7, 2023: motion: John S. 2nd Jerry J. Vote Unanimous.

Treasurers Report approved: administrator gave update on the filing of the 990 form, w-2s and 1099s completed for the year. Qtrlys and other year end filings are complete. Account reconciled. All bills paid at this time. Checking balance $201,345.31. balance sheet and P&L in packets for review with financials. Motion to approve: Lisa J. 2nd: Jeremy r. Vote Unanimous

 **Marketing** Director went over new stats with YNP and resort tax tactics. Digital and social media campaigns are performing exceptionally well above the industry average. Agency of record has been working with our Zartico digital marketing efforts. Administrator will send out marketing report with correspondence to all TBID stakeholders. Influencers include: Breshell West/Husband, January 15-17

103,517 Instagram followers, 670 TikTok followers Based in Texas

Katie Williams, guest Feb 6-9, Regional influencer from Boise, 29,300 Instagram followers, 4400 TikTok

Melynda/Henry Harrison: Mid-December stay dates, 2 nights 69,700 Instagram followers combined

Livingston, MT

**Next meeting – Thursday, March 7, 2024 at 1PM (Upon Board Approval)**

**Town OF WY Update: Dan Walker**

**Wastewater Plant bid opening**. We had 4 bidders submit for the WWTP project. The low apparent bidder was RSCI from Boise with a bid of $31,209,695.88. Forsgren will be evaluating the bids and are planning on bringing forward a recommendation to the Council on January 23rd.

**Juan Trujillo Resignation Polic Department.** Juan submitted his resignation letter on 1/4 and will be retiring on 1/31/24. Juan has been with the Town of West Yellowstone for 5 years, and has been in Law Enforcement for 28 years. We will be working with Mike on posting the opening.

**DRG- Cole Parker.**  DRG met on 1/4 to discuss a project for Cole Parker at the corner of Yellowstone and Boundary (the previous building was recently demolished). He is looking at constructing a 2 story building with short term rentals on the second floor, and a future development on the ground level, once additional capacity becomes available. He would have the SFE’s to construct the short term rentals as phase 1. The zoning permit will be coming forward in the next few months.

**Moonrise.** We had an internal staff discussion regarding the last remaining issues with the Moonrise application last week. We are tentatively looking at bringing the item to the Planning Board on February 16th, and the Town Council on March 5th. We are proposing a public hearing at the Town Council meeting. This is not required, but we feel it would be good practice because of the high profile nature of this project.

**Department Head Presentations/Goal Setting.**  We are looking at February 6, 2024 to have our yearly Department Head presentations and goal setting meeting. I wanted to get this on your calendar, as this may be a longer meeting to get through all of the presentations as well as the TC/Manager Goal setting. Please let me know if you would prefer that we break this meeting up in to a few different sessions.

**Gateway Community Workshop.** 1/18 from 5 to 7:30PM @ the Chamber. Mathews and Griffith.

**Regional Housing Coalition in Bozeman.** January 19th.

**Dan Clark Board Training.** We have a board training with Dan Clark on 1/30. We will be discussing next week to finalize details and get information out to the public.

**Meeting Adjourned: 2:00 pm**