Meeting Minutes

West Yellowstone Tourist Business Improvement District

Thursday, July 6, 2023 1:00 pm

TBID Conference Room 303 Canyon Suite #E

July Monthly Meeting

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

Meeting ID: 254 347 8824One tap mobile+13462487799,,2543478824# US (Houston)+16699009128,,2543478824# US (San Jose)

Board Members Present: Jeff Schoenhard, Jeremy Roberson, Jerry Johnson, Lisa johnson, alma clark, Sara Maurer, John Stallings

Others Present: Kristy Coffin, Audria Butler, sarah edge, Marge W.

Call to Order:1:10pm

Public Comments: marge Wanner letter of Thanks to TBID board from snowmobile events and snow shoot. Recap the positive impact to tbid properties and heads in beds for the winter season. Will look forward to another year.

Administrator Update: administrator gave the latest meeting updates for the Rail Trail. Final paving of 3 miles should be complete in august. The benches and signage for the trail to be installed before sept 2023. Ribbon cutting ceremony to be held summer 2024. Will have taste of the trails event scheduled for august 27th. Biathlon event to be held on July 8th as part of the big sky summer games in west Yellowstone. The webcam had repairs as the unit was not working for a part of the summer. should be working better now. Sfe calculator is in effect beginning July 1. Option 3 of the scenarios was adopted by town council. Sfe rate will be at $30.32. hopefully with deq approval of the system town can go out for bid and move forward with the sewer system. TBID rate Increase to 2$ was discussed and will be added to the upcoming agenda for action item to move forward. Will be talking to stakeholders regarding the recommendation of the board to the governing body.(town of wy). WY was #2 in the state to create a tbid after billings in 2009. Since then there are 32 TBIDs in the state of montana and West and 2 other communities are still only at 1$. Billings and other communities are considering going from $2 to $4 per night. In order to stay competitive with other destination drive market towns with much higher budgets and increasing lodging options west needs to raise the advertising dollars so we can do more and keep up with other destinations that want our summer visitors.

Meeting minutes approved: Approval of minutes from last meeting (May 11,2023). Motion: Sara M. 2nd: John S. Vote: Unanimous.

Treasurers Report Approved: administrator gave update on the collections for May and the occupancy rates thru the end of the fiscal year. Checking acct: $143,286.43. all bills paid and reconciled. p&l and balance sheets attached. Budget for fiscal year 2023 -2024 was submitted and approved by the board. Administrator will submit to the town of WY for adoption in august. Motion to approve: John S. 2nd: Alma, Vote: Unanimous.

 Marketing Campaigns: audy butler presented marketing report with stats from YNP, Resort tax collections and visitations. Website and digital campaigns performing well. Social media campaigns collaboration for lodging and blog posts etc.. highlighting things to do in west. Top states on website include: ca, mt,co,va, az, wa, tx, ut, id. Top pages include: home activities webcam lodging seasons summer group travel and winter and spring. Zartico data performance is up and for month of may we have 10.75 visitors to resident ratios. Will keep updating data points for geo targeting for drive market and fly market visitation. Administrator will send full marketing report with meeting minutes.

Upcoming Meetings- Thursday, August 17, 2023 at 1:00 PM. (TBD)

Town Update: dan walker admin will send the town update with the marketing report and meeting minutes to all stakeholders.

Meeting adjourned: 2:20 pm

Employee Evaluation Meeting: Call to Order: 2:25pm Board members present: Jeff Schoenhard, Jeremy Roberson, Jerry Johnson, Lisa johnson, alma clark, John Stallings.

Administrator and marketing director evaluations: motion to raise 4% for both admin and marketing director positions for the fiscal year 23-24. 2nd: Jeremy R. Vote Unanimous. Administrator will send out final budget for review and approval prior to submitting to town of wy. Evaluations will be submitted to president from board members.

Meeting adjourned:2:30pm