***Meeting minutes***

***West Yellowstone Tourist Business Improvement District***

Thursday, September 21, 2023 1:00 pm

TBID Conference Room

303 Canyon St. Suite #C

**September Monthly Meeting**

Join Zoom Meeting<https://us02web.zoom.us/j/2543478824>Meeting ID: 254 347 8824

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

Board members absent: Sara maurer

Others Present: Kristy Coffin, Audria Butler

Call to Order:1:10 pm

**Public Comments:** foundation Happening event was a success and monies raised will help fund scholarships and community needs for years to come. Johnson golf tournament fundraiser funds will go to the Lil Rangers this year. Discussed possible Govt shutdown for the 1st of October. We will be working on messaging to our drive markets in the weeks to come if necessary.

**Meeting Minutes approved:** Approval of Minutes from August 17, 2023 Motion: Jerry J. 2nd: John s. vote: unanimous.

**Treasurers report approved:** Administrator gave update on the latest tbid collections for summer. Checking acct. balance is $195,485.52. p&l and balance sheet attached in the packets for review by the board. Occupancy reports attached and updated with the current metrics. Motion : Jerry J. 2nd: John S, Vote: Unanimous.

Administrator update: TBID Properties that are changing hands will be updated on the spreadsheets and website for current up to date information. The Montana lodging and hospitality conference will be held at Fairmont hot springs this year on October24th – 26th. Cemetery board has a new kiosk of cemetery sites with names and is still looking for expansion.

**TBID Assessment Increase from $1/ Night to $2/Night:** The Tbid board discussed the need to keep the marketing on par with everchanging markets and lodging shift from our destination to our neighboring drive communities. Motion to raise the assessment: John S. 2nd: Alma C. Vote: Unanimous. The administrator will discuss the next steps with the Town attorney and staff to move forward with the process.

**Marketing Report and Campaign updates by Audria Butler.** Marketing director went over YNP stats and metrics for West Yellowstone for August. New creative for print social media and fall campaigns to launch and run for the next 3-4 weeks. All entranced are up from august 2023 and visitation to the park overall is up 47% from last year. Digital placements and messaging is looking great for fall and will continue to push thru drive markets for lodging stays. Top 10 origin markets from Zartico data include the following:

Top 10 Origin Markets. 1. SLC 2. Seattle/Tacoma, WA 3. Idaho Falls/Pocatello, 4. Minneapolis/St Paul, MN 5. Portland, OR 6. Los Angeles, CA 7. Denver, CO, 8. Phoenix, AZ,9.. Boise, ID,10. Chicago, IL

Visitor to resident ration is 6.83 to 1 and #1 Driver market is still SLC Utah. Administrator will send out marketing report to all tbid stakeholders with the updated meeting minutes.

**Next meeting – Thursday, October 20th at 1PM (Upon Board Approval**

Town of WY Update: From 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. We have sold 31 lots so far this year. The details of the purchase/donation of the land have not been ironed out, and there is an access issue to the property that will need to be worked out. I will continue to work with Bob and the Cemetery Board to find solutions. 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. We are hopeful the turn around at DEQ will be fairly quick so we can get the project out to bid soon.

**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. We are asking that all affected businesses and residents find alternative parking and not travel on these streets for 3 hours after sealant is applied. Our crews will have traffic control and signage up. We'll remove the roadblocks once pavement has properly dried and travel can resume.

The plan is to seal every other street beginning with Iris, working eastward to Boundary. All alleyways will still be accessible from one side during this time. We’ll then come back and coat the 3 skipped streets to finish the job (Hayden, Faithful then Dunraven). This will more than likely take 3 days to sealcoat all the streets. Once everything has been sealed, the pavement markings (stop bars, stencils, cross walks, fog lines, parking 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!

**Meeting Adjourned: 2:25 PM**