***West Yellowstone***

***Tourist Business Improvement District***

***Meeting Minutes***

Thursday, September 19, 2024 1:00 pm

TBID Conference Room 303 Canyon street suite #C

**September 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, Lisa Johnson, Jeremy Roberson

**Board Members Absent:** Alma Clark

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

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

**Public Comments:** None

**Administrator Report:** Administrator gave update on the progress of the assessment resolution for town to pass and to update. Will need to be presented one other time before being adopted and put into effect for the January 1 2025 date. Administrator gave update on the MIP series. All 6 events went well. Board is discussing the next 4 upcoming concerts in 2025. Winter events to look forward to include: Ski Festival in November, Sled Dog Races in December and January, and wild west block party in March.

**Meeting Minutes approved:** Meeting minutes from June 20, 2024. Motion: Jerry 2nd: John S. Vote: Unanimous.

**Treasurer’s Report approved:** administrator gave update on the latest TBID Collections. Looked and overall occupancy for the warm season ytd and the month to month. checking account is at $117,930.78. all bills are paid and account reconciled. P&L and Balance Sheets attached in the board packet for review. Discussed implementing some of the reserve account into a cd to generate extra marketing funds. Will have on the October agenda. Motion: Sara M, 2nd: Jeremy Vote: Unanimous.

**Board Member Appointments and Duties:** Administrator passed around address and contact information for files update and bylaw protocol. Motion to renew the officer positions and bank signatures for the upcoming fiscal 2024-25 year. Brock Kelley removed as signer and Alma Clark Added to signature duties. Admin will take updated sheet and minutes to FSB for updates on account. Motion: Jerry J. 2nd: Jeremy R. Vote: in approval, Jerry J, Jeremy R., Sara M. , Lisa J. john s. Jeff S. Voted not to renew duties. Motion approved by majority.

**Marketing**: Marketing Director did an overview for June, July, and August reporting. YNP statistics and visitation for West Gate is up over 2023. YTD Campaign updates

August 2024 Results Overall recreational visitation of 871,163 guests to Yellowstone National Park in August of 2024 was up 2.93% compared to August 2023 (846,389 visits). 2024 recreational visitors by entrance (vs 2023) • West entrance–Up 1.15% (377,287 vs 373,005) • North entrance –Up 10.7% (186,754 vs 168,709) • Northeast entrance- Up 9.23% (61,565 vs 56,360) • South entrance-Up 2.54% (159,341 vs 155,396) • East entrance- Down 7.2% (86,216 vs 92,920 campaigns performance is high with high engagement. Social and digital campaigns by month feature lifestyle, lodging and entertainment focus for West Yellowstone. Paid winter campaigns will focus on: 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. Administrator will send the marketing report to stakeholders.

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

**Local Housing Strategy Report.** The Housing Strategy Report and survey are available at https://www.westyellowstonefoundation.org/westyellowstonehousingcoalition HRDC/WYF sent out a mailer and it was also in the Best of the West Digest. HRDC will be presenting the report to the Town Council on 9/3. There will also be a series of public education session later this fall.

**Debbi Paisley Retirement Party.** Her last day with the Town is August 9th, and she will be moving to South Carolina to be closer to her son. Debbi has been with the Town for over 4 years and also at the WYS School for 39 years. Debbi will be greatly missed!

**Police Chief Search.** We received 7 applications for the Police Chief position. We believe we have a qualified candidate pool to move the process forward. The Police Commission will need to review the applications to make sure the applicants are qualified, and then we will begin the interview process. Mike and I have scheduled vacations toward the end of August, so we will look into early September for interviews.

**DEQ- Initial Construction Inspection @ WWTP.**  Steve Lipitzky from DEQ inspected the WWTP construction site on 7/23. In his summary he noted “*Project construction and construction management appear to be acceptable at this time. No concerns noted. Work appears to be consistent with the contract documents.”*

**Roof and Light Projects!**  The roof projects should be mostly completed and wrapped up today! The Highway 20 light project is also almost fully completed. Both projects have turned out nice and are a big improvement. Thanks to Simms for coordinating and leading both projects.

**YHC- Dining Lodge Walkthrough.**  I did a walkthrough with Trent and YHC Board Chair Trish Barnes to discuss future maintenance and repair issues at the Dining Lodge. They also toured the Museum. I am assuming they will be preparing a list and submitting it to the Town for consideration.

Open Positions: Patrol Officer, Dispatcher x2, Equipment Operator, Social Services Assistant (closes Friday August 9th).

Next meeting – Thursday, October 17th at 1PM upon board approval : Discussed planning document submitted to the town for tbid discussion and will be added to the October agenda.

Meeting Adjournment:2:56 pm

**Annual Meeting:**

**Call to order**: 2:56 Marketing director gave overview of the annual report for the board members. Discussed campaigns and 24-25 fiscal year in review for the fall, winter, spring and summer seasons. Marketing tactics and overall TBID collections and metrics for the year. Administrator will send all reports to stakeholders.

**Meeting Adjournment**: 3:05