***Meeting Minutes***

***West Yellowstone***

***Tourist Business Improvement District***

Thursday, July 20, 2017 1:00 pm

TBID Conference Room 303 Canyon street suite #C

**July Monthly Meeting**

**Board Members present**: Jeff Schoenhard, Jerry Johnson, John Stallings, Brock Kelley,

**Board members absent**: Dan Reger, Sara Maurer, Jeremy Roberson

**Others present:** Kristy Coffin, audy butler, marysue Costello, wendy Swenson, Jason Brey

**Call to order:** 1:15 pm

**Meeting minutes approved:** Approval of minutes from last meeting June 15, 2017.motion: Jerry, 2nd: Brock, vote: unanimous.

**Treasurer’s Report approved**: bank balance is $206,640.39 all bills are paid and account reconciled. Financials passed around for review. administrator gave an update on the timely filing of the 990 will follow the review process with Amatics cpa services. All requested information has been sent and process of review will begin in august. Discussed the final budget and reviewed line items for final adoption to town in August. Motion : Jerry 2nd: Brock, Vote: unanimous.

 **Public Comments**

* Marysue Costello informed board on lodging impacts from our gateway communities and discussed possible lodging will be moving to other further communities driven by adr, walk-ins, and other trends such as traffic, construction routes.
* -discussed rev caster software program that will inform properties of other lodging business and the current adr that they are charging in order to keep a competitive market in west Yellowstone . administrator will do some looking and will get back to the board regarding the software and a strategy to help the smaller properties that may not be able to afford the program.
* Administrator was requested to write a letter of recognition to trip-advisor for a tbid property acknowledging new owner ship and lodging improvements.

**Jason Brey update webcam forest service:** Jason Brey gave update to the TBID board to get the new Webcam up and running for the WYTBID. The WYTBID Will be moving the new camera and installing it on gobbler knob and Horse Butte for pilot program that will be linked to the West Yellowstone TBID website. Administrator will begin the process of transit and location setup requirements with Live View Technologies.

**Strategic Plan:** administrator discussed the strategic goals and priorities for the upcoming fiscal year 2016-2017. Final strategic plan will be implemented and changes noted for the annual plan for August 2017. Administrator handed out the processes and footprints in preparation for the re-authorization process that will be ready in February 2019. Motion: Jeff 2nd Brock Vote: Unanimous.

**Marketing:**

SWOT Final- marketing director gave update on the swot and requested any changes for the upcoming fiscal year 2017-2018. No changes at this time and final swot is ready for preparation in the annual report. Marketing director gave the update on the ynp stats, town stats and percentages of occupancy and visitations records. Website and digital include Facebook, e-blasts, digital campaigns are doing well, including lodging properties and drive market campaigns. Fall marketing efforts include TV push for advertising late summer push and roots rated, live view joint ventures. Winter marketing campaigns include snowmobiling that will encompass a gender neutral campaign and drive towards women getaways and power sports. Will expand and do heavy drive market campaign.

**Town of WY Update by Jerry Johnson:**

-planning and zoning committee discussing the residential zoning and commercial zoning. New draft to town of wy and open to public soon.

-employee handbook is coming to completions by town manager.

-learning center building undergoing a new bidding process as the other bids were denied.

-budget will be adopted by the town of wy in august 2017.

- new stage discussed that it is for town use and will not be traveling to our neighboring communities.

-YNP biosphere renewal and meeting with gateway communities Friday 1pm at the town of wY to determine perimeter of the ynp biosphere.

-water well has capacity to pump to a maximum of 800 gallons per minute. Will be able to project needs of wy capacity for the next 20 years. Fluoride le3vels are under the DEQ specs and discussion on moratorium could be lifted spring 2018-summer 2018.

-dispatcher positions are open and accepting applications.

-update on the county water rights for business owners or b3 area of West Yellowstone. Contact gallatin county for more information.

**Next meeting – Thursday, August 17th at 1PM (TBID Annual meeting to follow:)**

**Meeting adjourned: 3:20 pm**

**Executive Session: 3:30 pm**

**Board Members present**: Jeff Schoenhard, Jerry Johnson, John Stallings, Brock Kelley

**Others Present**: kristy Coffin

**Administrator Evaluation** : Evaluation of the administrator for performances discussed by members of the board. Motion to receive equal increase as previous year not to exceed 3%. Administrator to update board on the amount of increase via email. Motion: Jerry , 2nd: Brock, Vote: unanimous

 **Meeting adjourned**: 3:45 pm