***Meeting Minutes***

***West Yellowstone***

***Tourist Business Improvement District***

Thursday, September 21, 2017 1:00 pm

TBID Conference Room 303 Canyon St. Suite#C

**September Monthly Meeting**

**Board Members present**: Jeff Schoenhard, Sara Maurer, Jerry Johnson, John Stallings

**Board Members Absent**: Dan Reger, Brock Kelley, Jeremy Roberson

**Call to Order:**1:25 pm

**Meeting Minutes Approved:** Approval of Minutes from August 17, 2017 Motion: Jerry J 2nd: John S. Vote: Unanimous

**Treasurer’s Report Approved:** Administrator gave update on the reporting of the 990 and filings for taxes for fiscal year 2016-2017. All accounts reconciled and bills paid. Passed financials around for review. Bank Balance is $298, 445.82. Motion: John S. 2nd: Jerry J. Vote: Unanimous.

**Public Comments:** jerry j. pavilion at park is looking to add lighting for the 2017-2018 winter season. Would like to consider using the bricks and mortar money for lighting in the pavilion for kids n snow events etc… administrator will add to Octobers agenda.

**Meet and Greet TBID Renewal:** Board discussed dates and ideas for the meet and greet renewal introduction for the 42 tbid properties . discussed having the meet and greet hosted by one of our lodging properties tbid will provide refreshments and answer any questions for the tbid properties and renewal processes. Administrator will send an email requesting a meet and greet. Date is scheduled for November 2nd 3-5pm. Will need a response from lodging property by October 15th.**Marketing:** Ynp metrics showed that the west entrance was down 1.28% buses were down 10.39% and rv’s were up . South entrance was up 39.51% and east east entrance was up 7.01% Resort taxes show an increase of 2.5% YTD. Business comparison report graph was discussed and will continue to get accurate information and resort taxes by businesses. Digital and website are producing well engagements and views. Video is increasing traffic to the website and will continue to add items for KBZK and video media sites. Top 5 countries for website traffic include us,Canada,south korea, Ukraine,hong-kong. Top 5 states include mt, ut, ca, tx,id. Top pages are home, lodging. Flyfishing,activities, days inn.

**Fall Advertising**: include digital social print and web advertising with meeting new northweast, Bozeman magazine, Dakota adventures, Yellowstone loop, Yellowstone country co-ops, e-blasts, Facebooks ads .**Winter Marketing Strategies** include video media segments for 4 months with kbzk driven towards drive markets in Montana. I-explore travel influencer with travel influencers, roots rated co-op with the state and live int with the state will be collaborative marketing campaigns with the chamber. Bozeman magazine , mt parent, buy in the big sky and wendts winter campaign that will drive social print and web. Administrator will send out full marketing report to the tbid properties.

**Next meeting – Thursday, October 19th at 1PM (Upon Board Approval)**

\***Town of WY Update: by jerry j.**

Sledding hill will get lights and poles to light up the hill and park area to promote winter activities for our youth and kids n snow programs.

\*Daycare bids will be coming in this week for review by town council.

\*Town employees will attend the meetings and trainings in great falls .

\*Meet the candidates for town council on October 5th and 12th at the chamber at 7pm.

\*Sewer permits almost completed, water permits are pending completion.

**Meeting adjourned:** 3:20pm