***Meeting Minutes***

***Yellowstone***

***Tourist Business Improvement District***

Thursday, January 18, 2018 1:00 pm

30 Yellowstone Ave. Visitors Center Conference Room

**January Monthly Meeting**

**Board Members Present**: Dan Reger, Jerry Johnson(1:20), John Stallings, Sara Maurer, Brock Kelley, Jeremy Roberson

**Board Members absent**: Jeff Schoenhard

**Others Present**: Dax Schiffer, Audy Butler, Shellie Giorgio, Kristy coffin, Wendy Swenson.

**Call to Order**:1:10 pm

**Meeting minutes approved**: Approval of Minutes from December 14, 2018 Motion: Brock K, 2nd: Dan, Vote: Unanimous.

**Treasurer’s Report approved**: Administrator gave update on the end of calendar year irs and state requirements, w-2s, qtrlys,1099’s finished and filed. Checking account balance is $323,983.91. All bills paid and account reconciled. Passed financials around for review.

**Budget vs. actual update** Administrator handed out the report reflecting ytd spending and income comparisons to the 2017-18 fiscal year budget as a halfway mark for the remaining 2018 fiscal year. Budget and spending are right on track for half way mark.

 **Public Comments** :none

**Voices of Tourism**: Presentation by Dax Schiffer went over income by county and spending by category to reflect the progress by the state and tourism impacts. Report will be sent to all tbid properties by administrator.

**Snow Shoot Update Request**: Marge Wanner sent letter requesting TBID help fund Snow-shoot 2019 due to shortages found in budgeting for trailers, chairs, tables etc.. due to cost increases by suppliers. Board approved up to $2000 request from opportunity fund. Motion: Brock K, 2nd: jerry J. Vote: Unanimous.

**Marketing:**

Winter/Spring Marketing Update: Wendy and Audy gave upate on YNP resort tax is reflecting a 3% increase YTD with increased visitation. skiers were up 4.22%, snow coaches were up %2.54, and snowmobiles up 4.2% from last year. Park visitors in 2017 were 4,116,525. Digital and website showed increased visitation to website and face book pages.262 new likes and visitation increased to 65k reach with 7.5k post engagements. Winter campaigns include e-blasts, face-book posting and boosts for lodging properties. I explore influencers and Yellowstone country influencers were here for the month of January. Dobson will arrive in march for winter shooting of video segments and stills for next winter advertising and digital library update. Murdock travel show in January 26-27th. Administrator will send to all tbid Properties with meeting minutes. Commercials with kbzk, and webcam for local news affiliates will begin this month. discussed webcam and user friendly browsers for all visitors in the website. Will discuss with Live-View Tech to make sure all mobile and desktop users can access webcam through the website. petition on renewal piece on the website needs to be updated. Administrator will contact wendt to update asap.

**Town of WY Update**-Jerry J.

-water and sewer permits are in the process and 30 day trial period for deq tests will be done on Jan 31st. Fluoride levels are low and will not require a treated system at this time.

-Airport deed restrictions request for support letters deadline is 1-19-18. Lifting a deed restrictions would enable the airport to lease land for income.

-Madison addition ordinance is being re-evaluated for implementation and updating current recreational standards with in the Madison addition hoa.

-resort taxes currently being discussed regarding special events possibility of waiving for specific fees tied to events.
-Berger vs. Town of WY case will proceed with arbitration in the upcoming weeks determining findings of both parties.

**Next meeting – Thursday, February 15, 2018 at 1PM (Upon Board Approval)**

**Meeting adjourned** at 2:30pm