Meeting minutes

West Yellowstone Tourism Business Improvement District

Thursday, March 12, 2020 11:00 am

303 Canyon Street Suite#E

March Monthly Meeting

**Board Members present**: Jeff Schoenhard, Jerry Johnson Sara maurer, Brock Kelley, Jeremy Roberson, Dan Reger:

**Board members absent:** John Stallings

**Others present:** kristy Coffin, audy butler, Dax Schaeffer

**Call to Order:** 11:15am

**Public Comments**: none

**Meeting minutes approved**: Approval of meeting Minutes from January/February meeting. Motion: brock K. 2nd: Jeremy: Vote: Unanimous.

**Treasurers Report approved**: administrator gave update on tbid collections and overall income. checking balance:$188,918.55. Financials were passed around for review. Motion: brock K. 2nd: Jeremy: Vote: Unanimous

**Administrator update:** administrator gave update on the status of the Rail Trail project and update. Will keep everyone informed on how the project continues. updated the board on the minimum number of meetings for the WYTBID and clarified that the dates for the meetings were to continue as the board needed. Updated the music in the park events calendar and music acts for summer of 2020.

**Board term expiration/renewal**: Dan Reger. 4 year term expires 100+ rooms representative Officer (March 2020) Discussion and Sara Maurer, 4 year term10-50 rooms representative expires (march 2020). Gave the applications to both members of the board to fill out and return to the Town of WY. West Yellowstone town will post the openings to the public for 30 days for the application period.

**Dax Schieffer Presentation tourism update:** Dax Schieffer gave a tourism update for the tbid board regarding tourism metrics for the state of montana and also by west Yellowstone collections and surrounding areas of montana. Administrator will send to all the tbid properties for them to view.

**Marketing Report:** marketing director gave update and overview of the metrics for town resort taxes. They are up 4.24% ytd overall. Gave update on the facebook campaigns for Feb/ winter activities. Sky west campaign will hold until further notice regarding flights and travel. Top pages for the website include: winter, webcam,fly fishing,home, lodging,10 must do family adventures. Top states include: ca, tx, az ga,ut,vt,mt,id,fl,co. Top 10 countries include: us, argentina,Canada,brazil,Australia, uk, france, china, Denmark.

**Spring placements** include the advanced media campaigns sprint in the slake tribune. Discussed the covid-19 virus and campaigns that may be affected for the spring summer season. General consensus is to promote for timely execution on campaigns for when travel resumes. Director will discuss with agencies and state so that messaging is consistent and that people are not coming when park is closed.

**Destination Next Community Survey**: discussed the survey for community wide with a possible split with the chamber. Discussed possibly using money for marketing instead. Motion to approve the destination next : Brock K. 2nd : Dan R: Vote:For: brock k., Dan R., opposed: Jeff S., Sara M.,Jeremy r.

**Next Meeting- April 16, 2020 1:00 pm: Location TBD**

**Town of WY Update**: Jerry J updated board of work session on Tuesday march 17th . water and sewer projects still moving forward.

**Meeting adjourned** 1:00 pm