Meeting Minutes

West Yellowstone Tourism Business Improvement District

Thursday, April 13, 2017 1:00 pm

303 Canyon Street Suite# E

April Monthly Meeting

**Board Members present:** Jeff Schoenhard, John Stallings, Jeremy Roberson, dan reger, sara maurer.

**Board members absent**: Jerry Johnson, Brock Kelley,

**Others present**: Kristy Coffin, Wendy Swenson

**Call to Order:** 1:20 Pm

**Public Comments:** meeting notice of public radio ypr from billings will be at the povah center for discussion and planning for West Yellowstone. Thursday April 20th at 12:30pm.

**Meeting Minutes:** Approval of Minutes February 16,2017: Motion: Jeremy R/ 2nd: John S. Vote: Unanimous.

**Treasurers Report Approved:** Bank balance is $244,958.92. All bills paid and account reconciled. TBID collections for February, financials passed around for review. Motion: Jeremy r. 2nd. Dan R. Vote: Unanimous.

**Old Business:**

**Web Cam Update**: Discussed alternative actions for web cam. option1. Discuss with live view a trial 1 year pilot program for cost of $5940.00 discuss long-term lease alternatives. Option 2. purchase camera for tbid and find TBID property in a pertinent location for installation. Option 3. link all public view web cam live view throughout west Yellowstone and add them to a link on tbid website. Will continue discussion for May 2017 meeting.

**New Business:**

**Grant Discussion for 2017-2018.** Administrator handed out updated grant spreadsheet for board to review on the remaining balances of marketing accounts for upcoming grant meeting. Grant has been advertised in the WY Star and TBID Newsletters.

**Renewal Process 2019:** Board discussed options for renewal process and strategy to have the votes in and tallied for the renewal by deadline October 2018. Administrator will discuss marketing ideas and options for marketing piece to send out to tbid properties as well as adding a pdf version on the TBID website. TBID website will start a soft launch week of April 17th and go live week of april 24th.

**TBID Board Reprenstatives**: Daniel Reger appointed to Hotel/Motel Representative 100+ Rooms term ends(3/31/20) , Representative10-49 rooms( Jerry Johnson renewed term ends(3/31/21) , Representative 50-100 rooms (Jeff Schoenhard renewed term ends 3/31/21). Administrator handed out new terms for all board members and requested new information for insurance coverage updates: motion: to update with insurances and new board member information. Jeremy R. 2nd:Sara m Vote: Unanimous.

**Marketing Director Hiring process:** President and vice president recommended the final 2 applicants for the marketing director position. will begin interviewing process right away for final applicants and will make a recommendation to the board for final selection. Interviewing committee will consist of board members and help from chamber director and marketing director. Motion: to proceed with process of interviewing 2 applicants and send out updates via email. Sara M. 2nd: Jeremy R. Vote: Unanimous.

**Marketing Report:** Metrics YNP statistics: West Entrance was up for visitation for February including snow coach and snowmobiles showing an increase over 2016. Resort tax collections up 7.75% for the year to date. Website and digital metrics discussed: **top 10 states for website include:** ca,ut,wa,tx,id,ma,co,pa,mn,il,fl,nv,ms,az,oh.

**Top 10 countries include:** us, brazil, Canada, Spain, France, uk, Germany, Italy, Netherlands, japan, Philippines, Russia, Belgium, India, Malaysia. Winter recap includes: Iexplore, texas monthly, fam tours, bloggers and winter influencers update and metrics for winter campaigns.

**Spring/summer campaign strategies:** include print and digital in northwest magazine, e-blasts, Facebook boosts, national parks traveler and Dakota adventures. Heart of fly fishing campaign with Facebook giveaways, trip to wy giveaways and online engagement for promotion of the wy area. Administrator will send to all tbid properties with meeting minutes.

**Next Meeting- May 18, 2017 1:00 pm: Location TBD May Grant Meeting to follow.**

**Town of WY Update:** none

**Meeting adjourned**: 3:35 pm