**Meeting Minutes**

**West Yellowstone Tourist Business Improvement District**

**Thursday, June 15, 2017 1:00 pm**

**TBID Conference Room 303 Canyon Suite #C**

**June Monthly Meeting**

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

**Board Members Absent:** John Stallings

**Others Present:** Kristy Coffin, Audy Butler, Katrina Weise, Marysue Costello, Wendy Swenson

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

**Public Comments**

Administrator gave update on the new mobile stage that the Town purchased for lease and for summer venues in the pioneer park.

Wendy S. updated board on new software called STR that sweeps the VRBOs in the Gallatin county area which would help with lodging collections on the state and local levels.

**Meeting Minutes Approved:** Approval of minutes from last meeting (May 18, 2017) Motion: Jerry, 2nd: Jeremey R. Vote: Unanimous.

**Treasurers Report Approved:** Bank Balance is $226,264.61. All bills paid and account reconciled. Tbid collections for April reported. Administrator is preparing for the review of fiscal year 2016-2017. Engagement letter signed by president Jeff schoenhard to continue with review process. Financials passed around for review and discussion. Motion: Jerry J. 2nd: Jeremy vote: unanimous

**Old Business:**

**Letter of Support VIC Funding:** Katrina W. and Marysue C. presented the request for VIC funding and paperwork with increase in visitation numbers and staffing increase needs. Requested the amount of $15,000.00 for the fiscal year 17-18.Motion to approve VIC as own line item in the 17-18 Budget and may change due to needs of the vic staff. Jerry J. 2nd Brock Vote: unanimous.

**Web Cam:** Administrator gave update on the new webcam options for discussion and for voting. Discussed the options of having local domain web cams on our site for visitor viewing. Option 2 was to lease a transitory unit from Live View Technologies that would be placed on 2 locations. Gobblers Knob, Denny creek lookout, horse butte, were all viable locations for possible use. Discussed the forest service permitting process .Jason Brey requested a letter of proposal from the WYTBID board and will discuss our options and permits that would be needed to move forward in this process. Motion to approve the webcam contingent on approval of the forest service locations and requests. 2nd; Jerry J. Vote: unanimous.

**Marketing**

**Finalize SWOT:** Audy Butler discussed the swot in preparation for the final report in August 2017. Requested input from the board via email and approval of the final swot for the july 2017 meeting.

**Summer Campaigns:** Marketing director presented the marketing report for June 2017. Metrics for YNP west entrance is down aprox. 8% from may 2016. Resort tax is up 20% from 2016 and is up overall ytd 8.3%. Website and digital are as expected for new website transition and face book postings. Monthly e-blasts will get a new look for the 17-18 fiscal year to increase open rates. Top states for website is mt, ut, ca, ma, tx. Top countries: Canada, France, us, Spain, japan. Digital and print campaigns continue thru until summer and into fall. Administrator will send the marketing report to the tbid properties.

**Budget 2017-2018:** Administrator proposed the new budget to the TBID board and proposed changes for the new fiscal year budget for 2017-2018. W ill send to board members for final approval prior to sending to the town for approval into the town budget.

**Administrator Evaluation:** Motion to distribute evaluations forms to the board members for input and to return to jeff for the July evaluation meeting. 2nd: Jeremy Vote: unanimous.

 **Next Meeting- Thursday, July 20, at 1:00 PM. Location (TBD)**

**Meeting Adjourned:** 3:40 pm