Meeting Minutes

West Yellowstone Tourism Business Improvement District

Thursday, March 15, 2018 1:00 pm

TBID Board Conference Room 303 Canyon St. Suite# E

March Monthly Meeting

**Board Members Present**: Jeff Schoenhard, Brock Kelley, Jeremy Roberson, Sara maurer

**Board Members Absent**: Jerry Johnson, John Stallings, Dan Reger

**Others Present:** Kristy Coffin, Audy Butler, Wendy Swenson

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

**Meeting minutes approved:** Approval of Minutes: January 18, 2018 motion: Brock K., 2nd: Jeremy, vote: unanimous.

**Treasurers Report approved:** Administrator updated on the tbid collections for January 2018. All bills are paid and account is reconciled. Current checking balance is: $294,893.13. Financials passed around for review. Motion: Brock K. 2nd: Jeremy R. vote: unanimous.

**Public Comments:**

Brock K. Snow trails tv owners donated 2 new snowmobiles to the search and rescue program in February 2018. New sleds will aid in keeping the search and rescue program going. Kristy C. Yellowstone Aquatic Center question and answer session will be held at the chamber of commerce 6pm Tuesday March 20th.

**New Business:**

**Brock Kelley. 4 year term renewal** as Officer At-Large Hotel Representative. (March 2022) Motion: to recommend brock k for renewal term following town of wy ‘s, recommendations and board member process and protocols. 2nd: sara M Vote: Unanimous. Administrator will let the town know that the position is open for posting to public.

**Snow-Shoot Update/Expo.** Discussed the visitor impact of the following winter events that were scheduled for March 2018. Snow shoot rooms were impactful for the hoteliers as well as success at the rendezvous races, kids n snow program, and snowmobile expo. All events brought visitors to west and positive feedback for the events and visitation numbers to west Yellowstone.

2019 Renewal update: administrator gave upate on the renewal for the TBID 2019 renewal. The current footprint for the renewal for the WYTBID is currently at 69%. With majority vote these properties will proceed with the 60% square footage requirement for the assessment and renewal process. Administrator will reach out to other lodging properties for the 2nd request for approvals.

**Marketing Report:** marketing director audy butler gave overview of the Yellowstone national park stats. February visitation was down 1.15% with snowmobiles up at 3.77% and snow-coaches down 6.42% skiers up 112%. these rates all compared to previous year. Resort Tax collections are still increasing ytd by aprox 2%.TBID Collections YTD are up 4% from 2017. Facebook and e-blasts are increasing traffic monthly with engagements and boosted posts.Top Website pages include: Home, lodging, activities, top 6 winter activities, webcam (horsebutte). Top 10 states include: Mt, ut,tx, ca,vg, fl,il,ny,mn. Top 10 countries: us, Canada ,Azerbaijan, s.korea, spain, uk, france, phillipines, Ukraine. Winter recap includes campaigns with state with roots rated, i-explore winter influencers, live int.

**Warm season/Spring:**

Recreational Travel with Bismark tribune, outdoor project, better homes and gardens trip advisor, yc digital co-op and lee newspapers. Print a nd digital for drive market segments and reach for multi -use demographics.

Focus on drive market: Utah, Montana, Idaho, Washington, Oregon

**-**Digital, print, social, and native content ads (SL Trib.com,

-E-blasts to 6,000 opt-in subscribers with Northwest Meetings News

-Engagement campaigns on Pinterest for leisure groups based on search topics

-Sponsored posts throughout March/April on Instagram for leisure groups-finalizing creative

-KBZK: Digital & mobile geofencing campaign x 3 months (1 ½ mos per segment), 120K impressions/month

**Dobson Productions/winter segments Mar1-March14.** Co-op for the winter in west segments went well and after a busy time shooting film and video around the town and all the events that showcased the winter events were a success. Segments to follow will be scheduled to view fall 2018.

**Next Meeting- April 26th , 2018 1:00 pm: Location TBD (Upon Board Approval)**

**Town of WY Update:** none

**Meeting Adjourned:** Adjournment: 3:30 pm