***Meeting MInutes***

***Yellowstone***

***Tourist Business Improvement District***

Thursday, February 20, 2020 1:00 pm

30 Yellowstone Ave. Visitors Center Conference Room

**January/February Monthly Meeting**

**Board Members present**: Jeff Schoenhard, Dan Reger, John Stallings, Sara Maurer, Brock Kelley, Jeremy Roberson

**Board members absent**:Jerry J.

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

**Meeting minutes approved**: Approval of Meeting Minutes from November 7, 2019.Motion: Brock K. 2nd: Jeremy, Vote: Unanimous

**Treasurer’s Report approved**: Administrator went over the calendar year end reporting w-2, 1099 4th qtlys, etc.. all filed up to date. All bills paid and account reconciled. Passed the financials around for review. administrator gave an update on the 6 month expense and income Budget vs. actual report for the wytbid. The expenses and marketing expenses are right on track for the 2019-2020 fiscal year. Checking balance: $201,824.32. Motion: Brock K. Dan r. Vote: unanimous.

**Administrator Update:** administrator gave the update on the 2021 Snow Shoot that is happening at the airport February 24-29th. Requested that administrator help with the check in process of media groups that are filming this week. governors’ Conference will be held in billings this year April 26th—28th. Administrator gave the board an update on the progress of the Rail Trail project that will give the aprox 9 miles of bike trails from west to reas pass into Idaho access for bikes. Fiscal agent for the project is the historical center and the group that is meeting will be helping to get the project completed through grants and donations. The Gateway study meeting update to the board identified options for travelers on the hwy 20 and 191 corridors to ease congestion in high traffic months. Administrator will keep the board up to date with what is happening at those meetings. Administrator passed around and update for the TBID Board contact information for the bylaw requirements.

**Public Comments**: None

**Destination Next Survey**: Discussed the Destination Survey to the board that the COC and TBID would like to move ahead with a full survey on tourism that will give the stakeholders, business owners and marketing arms of the town information regarding our destination as a tourism destination. Will discuss further at the March meeting with details regarding costs and feet on the groundwork that will be needed from the community.

**Occupancy Report 5 years comparison Report:** Administrator put together an occupancy report regarding the total amount of TBID rooms from 2009 to current. Report is based on total room nights available /TBID Room collections. Passed report around to the board for review. Will give a comprehensive view of what our occupancy has been historically and what the direction of the occupancy in west is, vs. percentage moving from tbid room nights .

**Marketing Campaigns update:** marketing director gave report over 3 months regarding the wY gate reports YNP Oct gate was down 21.43% Nov: was up 12.85%, dec was up 13.97% (snow coaches were down over last fiscal year in December about 9.38%.Resort taxes for oct were up 10.9% and down 11.2% in Nov. Overall 2019-20 YTD are up 3.34%

Social and Facebook outbound for winter had 3400 engagements will insta, fbook campaigns all performed well. Website and digital remain strong with html and monthly e-blasts. Digital results include .22 CTR and 731clicks. Web sessions improved over last year winter campaigns. Top web pages are: Winter, Home, webcam, lodging, flyfishing, top 6 winter things to do. Top: states include: Ca, tx, Az, Ga,mt, ms, ut. Top countries include: us, Canada, Argentina, hong kong, uk. N-Sight Report is on pace ahead of competition in Feb and March. Creative placements include wrap on the SLC rail, outdoors nw E-blast, the connected tv on hulu, Pandora, utube and amazon.8 week campaign on Dallas airport 3terminals wiring impressions over 2,125,000 impressions. National park trips media e-blasts. Spring placements nw travel and life with emphasis on strong drive markets. Discussion on corona virus and china tours could be a light spring for west Yellowstone and spring advertising will try to push our drive markets and local travelers. Administrator will send out meeting minutes and marketing report to all Tbid properties.

**Town of WY Update:** None

**Next meeting – Thursday, March 12, 2020 at 11aM (Upon Board Approval)**

**Adjournment:** 3:00 pm