Meeting Minutes

West Yellowstone Tourist Business Improvement District

Thursday, June 18, 2020 1:00 pm

TBID Conference Room 303 Canyon Suite #E

June Monthly Meeting

**Board Members present**: Jeff Schoenhard, Jerry Johnson, Brock Kelley, Sara Maurer

**Board members absent:** Jeremy Roberson, Dan Reger, John Stallings

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

**Call to Order:** 1:15pm

**Public Comments**: none

**Administrator Update:** administrator gave update on the occupancy report and overall occupancy forecast for remaining month of June. Rail trail update is that the funds are almost raised and will continue to be a match on the donations that are made up to 750k. update on Yellowstone national park rooms for summer. Phased openings will have a total of rooms/cabins available for summer approximately 800 be end of summer. Reminder that social media and best practices for safe and responsible traveling need to be at the forefront of frontline staffing. Dan reger and Sara maurer acknowledged for renewal of 4 year terms. Board members/terms attached to the packet. Mt state fund audit completed. WY airport will resume 2 flights/day effective July1. Delta will be adding additional flights if needed due to social distancing restrictions and visitation demand increases. maintenance will begin the week of june23-june26th and other projects will continue this summer as planned.

 **Meeting minutes approved:** Approval of minutes from last meeting (May 15, 2020) Motion: Brock K. 2nd: Sara M, Vote: Unanimous.

**Treasurers Report approved:** administrator gave update on financials for the month. TBID Collections and review of bills. Checking account balance is: $166, 232.02 all bills paid and accounts reconciled. P&L report and Balance Sheet reports passed around for review. Motion: Brock K., 2nd: sara M, Vote: Unanimous.

**Budget 2020-2021approved:** Administrator passed out a draft budget for approval . Ota insight report will not be continued for the 2020-21 fiscal year as well as the WI\_FI hotspot at the local park for the 2020-2021 fiscal year. Colelctions for revenues and expenses were discussed and budget will need to be revisited for adjustments to the forecasted revenues and expenses. Administrator will discuss with town of wy for submittal and adoption in august. Administrator will send final budget to board for approval before the end of the fiscal year on june 30, 2020. Motion to pass: Brock k, 2nd: Jerry, Vote: unanimous.

**Marketing:** marketing director discussed the Strengths, Weaknesses, Opportunity, and Threat (SWOT) report in preparation for Annual Report in august. Requested the board to submit input via email prior to the July Meeting. Summer campaigns have been focused on our local regional drive markets including montana, Idaho, north Dakota, Utah, Washington, and California. Ynp stats are down for may at 89% . June stats are looking good and visitation is at 71% from last year. reopening social media efforts reached 321k and targeted recreational visitors with safety messaging. Highlighted lodging properties in the latest html and with increase on web sessions and traffic up 39%. Web pages included home, lodging, webcam, fishing and cabins. Top 10 countries include: us, Canada, france, uk, mexico. Print and digital campaigns include rediscover mt, lees and Utah media buy with summer outdoors and desert news. Discussed hemispheres print buy for summer mailer for mileage customers. Bozeman airport total flights down 35% total seats down 37.8%. administrator will send out to all tbid stakeholders with the meeting minutes.

 **Next Meeting- Thursday, July 16, 2020 at 1:00 PM. Location (TBD)**

**Town Update by Jerry Johnson**:H20 testing came back from Helena and DEQ. All water is tested and released for public consumption. Will continue monitoring and keeping the town informed. Sewer plan is underway and plans for the new system are under review for proper planning. Town is in preliminary budget stage working on budget cuts and preparation for 2020-2021 fiscal year. Projects to continue as they are fully funded: streets, lighting and casting pond. Chief of Police opening for the 2020-2021 fiscal year.

**Meeting Adjourned: 3:20pm**