***West Yellowstone***

***Tourist Business Improvement District***

***Meeting minutes***

Thursday, July 25, 2019 1:00 pm

TBID Conference Room 303 Canyon street suite #C

**July Monthly Meeting**

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

**Board members absent**: Dan Reger, Jerry Johnson

**Others present:** kristy coffin, audy butler, wendy Swenson, trent redfield.

**Call to order:** 1:07 pm

 **Public Comments:** jeff s. discussed billings down around 18% and may down 14% for lodging. Visitation is down around the same with china visitation to the us and Montana down around 13%. Noticed that there are shorter booking windows and Monday and Tuesdays are busier than weekends. Nightly walk-ins are lower than in years past. Stays are shorter rather than 2.5days on average than our demographic visitors in the past.

**administrator report:** administrator gave update on the Gallatin county TBID going to 2$ per room night for collections. Discussed if the west Yellowstone tbid should consider moving to a 2$ assessment if room counts are looking flat or down in the next 1-2 years. Will address at the next meeting in August. Will send out a questionnaire to the TBID properties for feedback and support for the potential assessment increase. Administrator gave update from the department of revenue regarding the 1% increase in the state lodging taxes for January 2020. Lodging properties should be receiving that information from the state this fall. Wi-Fi signs should be arriving this month for installation at the park and the Wi-Fi report will be available from grizzly internet at the august meeting.

Meeting minutes approved: Approval of minutes from June 20, 2019 motion: Brock K. 2nd: Jeremy R. Vote: Unanimous.

**Treasurer’s Report approved:** administrator gave update on the financials with p&L, Balance sheet passed around for review. Account is reconciled with checking balance of $184,436.63. Final Budget submitted to Town of WY for the adoption in August 2019. 990 is ready to be filed and is on scheudle with rudd and company for submittal to the irs. Motion to approve the treasurers report: Motion: brock K. 2nd: Sara M. Vote: unanimous.

**Marketing:** marketing director gave update on the Swot (Strengths, Weaknesses, Opportunity, Threat) for the annual report. Will update the comments and suggestions by the board and will be in the annual report for the August 2019 meeting. Marketing report included metrics for the visitation of the gates for YNP. Resort tax collections are up around 2.83% including metrics for TBID Collections.N-sight report showed booking and search behaviors by day for the demographics and comp sets to show patterns in booking behaviors. Campaign efforts include social media facebook and instragram with a new Insta-Meet that was held at the historical center. The next insta-meet is scheduled at the earthquake center in August. Campaigns for skywest are doing well and are currently #3 on the chamber website. Top pages for the WYTBID website include: 12 Best events Blogs and Waterfall Blogs, webcam, home and lodging. Top 10 states include: tx, fl,co,mt, ut,id,ca,or,vi,wa. Discussed upcoming campaigns that would include Dallas airport that will run in October for 8 weeks and also the completion of the wy airport signage update. American snowmobiler nw meeting and travel print and digital campaigns will include joint ventures with the chamber. Finished the photo shoot and video shoot with Jon Cracroft will expect segments to be completed in September. Kutv road tripping segment aired on August 18th featuring west Yellowstone and area attractions. Wendt gave feedback for running some analytical reports and suggestions for website use and visitor trends. Discussed other ideas for content including blogs. Administrator will send out marketing report with the meeting minutes.

**Town of WY Update**: none

**Next meeting – Thursday, August 15th at 1PM (TBID Annual meeting to follow:)**

**Meeting Adjournment**: 2:45 pm