**Meeting Minutes**

West Yellowstone Tourism Business Improvement District

Thursday, May 21, 2020 1:00 pm

WebEx Meeting: #(access code): 627 249 922

Meeting password:NpHy6YxWq77

Call in number: 408-418-9388 united states.

**Board Members present:** Jeff Schoenhard, Jerry Johnson, Brock Kelley, Jeremy Roberson,

**Board members absent:** Dan Reger, Sara maurer, John Stallings

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

**Public Comments**: None

**Meeting minutes approved:** Approval of Minutes April 16, 2020: Motion: Brock K, 2nd: Jerry, Vote: unanimous

**Treasurers Report approved:** administrator gave update on collections and financials. Bank account reconciled and bills paid. Checking balance is $171,397.07. motion to approve: Jerry J. 2nd: Brock K. Vote: unanimous.

1. Budget 2020-2021: administrator went over budget for remaining fiscal year and proposed budget for the upcoming fiscal year 2020-21. Projected collections are at 50% from last year’s collections. Administrator will have an updated budget for board at the June meeting to send to the Town for approval this summer. 2. administrator discussed Ota Insight Reporting/ N-sight Reporting for the next fiscal year with budget restrictions.

**Administrators update:** Rail Trail, Music in the Park etc. administrator gave update on the rail trail project. Donations and fundraising will be starting this summer with hopes to raise money for project to be completed in August. Music in the park update is that there is one event that will happening in August due to budget restrictions and donations for the events.

**Officer board renewals:** Dan Reger; 4yr term renewal as officer & hotel representative of 100+rooms (march 2024). Sara Maurer 4 year term renewal as Officer & representative of10-49 rooms (March 2024).Motion to approve the towns appointments of these officers: Jeremy, 2nd: Jerry J. vote: Unanimous.

**Administrator and Marketing director evaluations:** Motion: jerry J. to move the evaluations to September 2020 Meeting with retroactive consideration of current employee compensation rates. 2nd: Brock K. Vote: Unanimous.

**Correspondence regarding COVID-19 & YNP opening dates**: Motion: Brock K. to have administrator draft a letter to superintendent Sholly supporting to Open the Montana entrances to the park and a letter to Governor Bullock with thankyou and support for lifting the 2 week self quarantine on June 1st. Administrator will send the letter s to the board for approval via email and send asap. 2nd: Jerry J. Vote: Unanimous.

**Marketing Report**: Marketing Campaigns marketing director gave update on the metrics of resort tax, ynp visitation and tbid overall collections. Website and digital include: May highlighting of properties and travel into Bozeman. Website is up 84% for searches for lodging. Face-book and social campaigns include htmls e-blasts and rotating spring ads for the inspirational travel and virtual tours etc. Large social pus for spring is ready to launch with money from the current budget & map fund money that will launch our town campaign for west gate opening. Top Pages include home, webcam, lodging, fly-fishing, and activities. Top 10 states include: Id, Ut, Sd, Montana, wa. Rediscover mt is statewide campaign ready to launch includes digital, print and will cover drive markets. Administrator will send the marketing report to the TBID Members with the meeting minutes.

**Next Meeting- June 18, 2020 1:00 pm: upon Board Approval Location TBD** .

**Town of WY Update:** Jerry J.

* Town meetings will continue via zoom for public engagement
* Covid testing is to begin May 22nd CHP will be heading up the testing with help from B-sky and Bozeman.
* Water and sewer: waiting on feedback from engineers. Timelines is till on track with completions of the plant projected in 2022.
* Fireworks rewrite the ordinance for the timeline on when to light off fireworks for the July 3rd-july4th.
* Streets will be getting some improvements in the next few months with slurry and filling cracks with mending materials.
* Project to light the trail around the casting pond and have alternative walking routes that connect the grizzly addition to the old town shopping areas has been discussed and will be ready to get started.
* Town collections were down for March and expecting some late payments looking @ greater decrease that originally expected in april.
* Priority projects will include the crosswalks for electric street and Hayden will need some attention this season.

**Meeting Adjourned**: 2:40pm