***Meeting Minutes***

***West Yellowstone***

***Tourist Business Improvement District***

Thursday, November 7, 2019 1:00 pm

303 Canyon Street Suite #E TBID Conference Room

**November/December Monthly Meeting**

**Board Members present:** Jeff Schoenhard, Dan Reger, Jerry Johnson, John Stallings, Sara maurer, Brock Kelley

**Board members absent:** Jeremy Roberson

**Others present:** Kristy Coffin, audy butler, wendy Swenson, trent redfield, marysue costello

**Call to Order:**1:05 pm

**Meeting minutes approved:** Approval of Minutes from October 17, 2019 motion: Brock K, 2nd: jerry J, Vote: unanimous

**Treasurer’s Report:** administrator gave update on the financials for WYTBID. Checking balance is: $204,781.03. Financials passed around for review. All bills paid to date. TBID collections YTD discussed and financials passed around for review. motion: dan r. 2nd Brock K, Vote: unanimous.

**Public Comments:** none

**Administrator update**: administrator gave update on the urls that we have for the wytbid. They include dallas 2west and yellowstonedestination.com. upcoming snowmobile extreme event to be happening on march 13-15th, stroll, kids n snow, sled dog races.

**New Business:**

WYTBID Assessment Increase Discussion: administrator requested some direction of the current timeline of the proposed assessment increase. Will discuss the footprint of current tbid properties and also the progression of the tbid marketing efforts with increasing industry marketing costs. Marketing director and administrator will work together to put a slide show together for the tbid stakeholders showing the past, present and future of the marketing efforts for west Yellowstone. Will discuss further at the January meeting to decide what the time line will be and the process for increasing the assessment. Administrator will go over the rooms that TBID has had in the last 3- 5 years and what the collections currently are by season.

**Marketing Campaign updates**: Marketing director gave update on the stats of YNP and Town of WY. YTD resort taxes are up 4.27% and 8.29% in September over last year. TBID collections for the year over last year -3.87%. will have park gate stats at the next meeting. Facebook and social lodging posts are increasing engagement with the webcam posts had over 1300 engagements. National parks post had a large reach as well as the joint social post for fall recreation. website and digital: html promoting winter season and planning have increased including the 5 reasons for Yellowstone posts. Fall digital campaign 350 k impressions and click the rate of 33%. Other pages include: small meetings and reunions. Website pages include home, lodging, webcam, meet in west, fall top 10 states include: nu, mt, ca, id, tx, wa, or, co, ks. top countries include: us, Canada, France, Philippines, Argentina , uk. Winter campaigns include a wrap at the rail system of the winter bison in 5 hours from SLC. Dallas winter campaign the DFW- OMG in the American Terminal begins Oct 28 for 8 weeks. Large billboard and banner ads. Yellowstone airport and wytbid working on the selfie station for next summer season. Will discuss further with Jeff to see what it would take to implement. Sun country is offering a new summer flight to Minneapolis in 2020. Discussed destination think report that shows the responses of all social and internet correspondence with West Yellowstone. Data reports areas of improvement for West Yellowstone including businesses and variety for visitor enhancement. Administrator will send out the marketing report with the meeting minutes.

Next meeting – Thursday, January 16, 2020 at 1PM (Upon Board Approval)

**Town OF WY Update:** Jerry Johnson

Music in the park is requesting funds for the summer 2020 season.

Greg Johnson is the new water and Sewer operator for town of wy

WYTBID fines and or late penalties are listed on the submittal form.

Resort tax buffer letter was read at the latest town council meeting. Town council discussed the options and what the buffer request means to local businesses.

Water and sewer updates include new well to be turned on. Water rights with fish wildlife and parks are continuing. Moratorium estimated to be lifted in the spring with the 1st come 1st served with plans for building etc.. local fire departments and town officials working together on the fire on Yellowstone ave. buildings burned but no injuries or fatalities. Water pressure sufficient to get the fire extinguished.

**Other Directors Comments:** none

**Meeting adjourned:** 3:00 pm