***Meeting Minutes***

***West Yellowstone***

***Tourist Business Improvement District***

Thursday, October 17, 2019 1:00 pm

TBID Conference Room

303 Canyon St. Suite #C

**October Monthly Meeting**

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

**Board members absent:** Dan Reger

**Others present:** Kristy Coffin, Audy Butler, Christine couch

**Call to Order:**1:08Pm

**Meeting minutes approved:** Approval of Minutes from September 26, 2019 and August 15, 2019. Motion: Jerry J. 2nd:Brock K. Vote: Unanimous

**Treasurer’s Report approved:** administrator gave update on the filing of the 990 for fiscal year 2018-2019. TBID collections for the last month update. Checking account balance is:$172,616.75. account is reconciled and bills paid. Financials passed around for review. discussed the late payments from some properties and discussed if the penalties for late payments need to be updated for more compliant and timely remittance. Motion: Jerry 2nd: Brock K. vote: Unanimous.

**Public Comments:** home football game on Saturday the 19th against ennis. Park closures on November 4th at 8 am. Election day is Nov 5, 2019.

**Administrator update:** Administrator gave update on the TBID Website listings. Summer pictures of properties that were taken this summer are being updated and will be preparing for summer 2020 photos for tbid properties.

**TBID Assessment Increase**: administrator discussed the process for the tbid assessment increase and what it would entail. The timeline to increase the additional dollar would take approximately 12 months if the current footprint was in support of the increase. The board discussed options and if they would support an increase given the strategy and marketing options presented by the marketing director. Will need to get feedback from tbid stakeholders due to increasing marketing costs. Board will contact properties and get some input on the strategy for the increase and what the return on investment could mean to the sustainability of the tourism lodging industry for west Yellowstone. Will continue to get feedback and discuss the topic at future tbid meetings.

**Resort Tax increase**: letter to tbid stakeholders to be sent regarding the TBID board requesting a buffer period from the town of WY. The buffer request time period would be thru November 1, 2020. The letter would support those contracts both individual and groups that have been completed for the 2020 season. Many of our TBID businesses have contracted rates with customers for the summer 2020 season. This would support that all reservations made prior to the 12-31-2019 dates would reflect the 3% resort tax. All reservations that are incurred after the law is in effect (January 1, 2020) would be taxed at the new rate of 4%. Administrator is to draft letter and approved via email by the board and sent to the Town of WY for the Council packet on Wednesday October 23, 2019.Motion: Jerry J. 2nd: Sara M, Vote: Unanimous.

**Marketing:**

Marketing director gave update for August/Sept combined report. YnP metrics showed West gate is up 2.2%, north was down, Northeast up17.5% and southdown1.22% Buses were down 10% over last year. Current Resort tax is up 2.53% over last year.Nsight report was discussed with bookings and searches for YNP over 2018. Top non-us cities include: Mexico city, London,Toronto,Santiago, montreal.Fbook includes earthquake lake event in august with emphasis on lodging posts, events and video. Website session are up with organic search increasing by 32%. Html and e-blasts include 93% new users on the social media channels. Fall Campaigns include airport wys, nw travel and life, e id. Angler, meetings mag.com. including am snowmobiler ad for winder and targeted social media Bismarck rec guide. Winter placements include Y.country co-ops Texas monthly ski mad the DFW-OMG Dallas 2 west campaign to run 8 weeks beginning oct 28. Discussed fall fam tours and TBEX conferences. Requested links to the TBEX Bloggers and content that has been provided to date from influencers. Administrator will send report with meeting minutes.

**Town of WY Update**: none

**Next meeting – Thursday, November 7th at 1PM (Upon Board Approval)**

**Meeting Adjourned**: 3:50 pm