***Meeting Minutes***

***West Yellowstone***

***Tourist Business Improvement District***

Thursday, August 20, 2020 1:00 pm

TBID Conference Room 303 Canyon street suite #C

**August Monthly Meeting and Annual Meeting**

**Board Members present**: Jeff Schoenhard, Alma Clark(Conf.Call), Jerry Johnson, John Stallings, Sara Maurer, Brock Kelley, Jeremy Roberson(conf.Call)

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

**Call to order**: 1:15pm

**Public Comments:** Jerry J. updated board that there is not going to be a Christmas in August for the WY airport. Discussed be kind campaign for 2nd half of season.

**administrator report:** administrator gave the update on the Yell. Short line Trail Project. Discussed the upcoming winter events including kids n snow and the NAIFC ice fishing tournament . both will be on track to happen this winter but with modified processes due to covid. discussed Markov rentals regarding the overpayment of funds into TBID. Will add as an action item for the next meeting in September.

Meeting minutes approved: approval of minutes from June 18, 2020. Motion: Brock K. 2nd: Sara M. Vote: Unanimous.

**Treasurer’s Report approved:** administrator gave update on the budget for the 2020-2021 fiscal year. TBID collections are down and will need to figure out where budget sits for the 2020-2021 fiscal year. Will revisit the marketing plan at September meeting. Administrator gave update on the 990 filing for the wytbid and will have update on that for September meeting. Checking balance is $119,155.80 all bills paid and account reconciled. Administrator passed financials around for review.

**Board Member Appointments:** Jerry J: Motion to keep the following board members in the positions currently held. Jeff schoenhard President. Jeremy Roberson as Vice President, Jerry Johnson as Treasurer/Secretary, sara maurer as Officer, Brock Kelley as Officer. Discussion/ Action 2nd: Brock K. Vote: 6 vote yes. 1 vote for no. Majority approval of motion.

**Marketing:** marketing director gave update on the following: Resort tax is down ytd -8%. Wytbid collections are down 60-70 %. Visitation in the park is down year over year from 2019, but July visitation is up 2% for the month. Hemispheres magazine print ad for August was launched for Montana specific highlights. Bozeman airport is seeing aprox. 90% of their current traveler capacity over last year. Fall marketing push for September will include digital and safe messaging to continue campaigns. Will use the additional 10 k from Map for winter messaging if approved. nw travel will be a joint buy with COC containing video. Influencer for west will be in west on September 21-24th featuring west Yellowstone through blog and social media platforms and will be hosted at the Clubhouse inn. will be sprucing up fall creative and imagery updates. insight report is up with views and searches for west Yellowstone. discussed star report with other regions and towns in mt to see where we compare. Montana has moved to #6 with top places to travel during covid. administrator will send out digital copy to all TBID stakeholders electronically.

**Town of WY Update:Jerry J.** Budget for Town has been based on a 40% decrease for the fiscal year. Projects for the maintenance of streets and lights will continue to proceed as funds have been set aside for those projects. 2 months of operations funding is set. Sewer plant project is being reviewed for capacity. Whiskey springs is functioning well and waiting for review on water rights well #4. Residential builds projects are moving forward.

Next meeting – Thursday, September 17th at 1PM

Meeting Adjournment:2:25pm

**Board Members present**: Jeff Schoenhard, Alma Clark(Conf.Call), Jerry Johnson, John Stallings, Sara Maurer, Brock Kelley, Jeremy Roberson(conf.Call)

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

**Annual Meeting call to order** 2:30pm

* Passed around report for all board members to review that were in person. Administrator will send out the annual report next week to all stakeholders.

**Meeting Adjournment: 2:35pm**