***Meeting Minutes***

***West Yellowstone***

***Tourist Business Improvement District***

Thursday, August 15, 2019 1:00 pm

TBID Conference Room

303 Canyon Street

**August Monthly Meeting & Annual 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

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

**Public Comments:** Farmers market still happening every Thursday evening at 7pm. The navy has been working on flight training at the airport this week noticed large aircrafts in and out of the airport.

Administrator report: gave the board an update on the wyndham collections process through the corporate offices in florida. Working on the collections process and will continue working with the town and wyndham to get it done.

**Meeting minutes’ approved:** Approval of Minutes from July 25, 2019 Motion: Brock 2nd: Dan vote: Unanimous

**Treasurer’s Report approved:** Administrator gave update on the fiscal year end filing of the 990. Will be finishing up the last details of the 990 this month and ready to submit. all bills paid to date and account reconciled. Financials passed around to board for review. Checking account balance: $209,657.25.

**New Business**

**Air DNA update**: discussed the pros and cons of the air dna program and subscription. Monthly cost is at $300 per month. Discussed possible partners that would be interested in the program for input of the air bnb properties that are residing in the 59758 zip code. Motion: Jerry J. to not be a partner at this time in the air dna subscription. 2nd: John S. Vote: Unanimous.

**WYTBID Assessment**: Administrator gave feedback to the board regarding the questions that were sent to all TBID Properties earlier this month. Responses and comments were presented to the board for feedback and input on the discussion topic. Discussed the increase of the 1% for the bed tax effective January 2020 as well as the town resort tax increase of 1% that will be on the ballot in November. Marketing strategy and options discussed in order to keep forward momentum on keeping heads in beds in west Yellowstone. Drive markets continue to build around the west Yellowstone area. discussed budget and possible reworking of current areas that are not utilized to move more money into the advertising budget. Also working with agency to discuss what types of strategy’s we could do with an increased budget of 2$ collections. : Motion: Jerry J. To have the TBID Action dismissed from the agenda. 2nd: Brock K. Vote: Unanimous

**Board of director renewals:** Jerry J. Motion to have officers continue in the current positions for the fiscal year 2019-2020. 2nd: Brock K. Vote: board members in favor: John S, Dan R Jerry J.Sara M. brock K., Jeff s. not in favor. Board approves board of trustees is as follows:

1)Jeff Schoenhard, 4 Year Term, Chair, Hotels with 50-100 Rooms President

Renewed Term ends March 31, 2021

2)Jerry Johnson, 4 Year Term, Chair Hotels with 10-49 Rooms Secretary/Treasurer Renewed Term ends March 31, 2021

3)Jeremy Roberson September, 4 Year Term, Hotels with 50-100 Rooms Vice President Renewed Term ends March 31, 2022

4)Sara Maurer, 4 Year Term, Hotels with 10-49 Rooms Officer

Term ends March 31, 2020.

5)Dan Reger, 4 Year Term, Hotels with100+ Rooms Officer

 Term ends March 31, 2020

6)John Stallings, 4 Year Term, At Large Hotels Representative

Renewed Term ends March 31, 2022.

7)Brock Kelley, 4 Year Term, At Large Hotels Representative

Renewed Term ends March 31, 2022.

 **face-book Merge CVB:** Marketing director gave the update on the possible face book merge for the cvb and tbid to have the cvb join our platforms. Requested permission to continue the process to see if it was something to continue pursuing. projected launch date would be in October 2019 if the process was still a positive for both entities. Discussed potential separation down the road would that effect messaging and interruption of marketing strategies. Pros and cons were discussed regarding the merge and benefits for combined messaging to the visitors. Jerry J. Motion to not merge the Facebook page at this time. 2nd: brock K. Vote: Jerry J., Sara M., Jeff S. votes to merge the Facebook page: Dan r., John S.

 **Marketing**:

Campaign updates included the resort tax metrics, Tbid collections ytd. YNP updates on visitation is up over last year all entrances are up except the east fate and south gate. Update included website pages and top pages include: waterfalls, lodging, webcam, fly fishing and other activities. Facebook and social include lodging posts, video segments for niche activities. In sight report discussed booking trends and how visitors are looking at west Yellowstone as a destination and bookings. Creative placements include the summer road tripping series for fall. Meetings and northwest travel ad campaigns are being placed. Targeted social campaigns for F-book, Instagram and other social platforms. Airport campaigns will continue for winter in Dallas markets and will continue for inspirational success. Am Snowmobiler ads will run this fall. Yellowstone country will be in West Yellowstone September 17th. Administrator will send out the marketing report details to all tbid properties with meeting minutes.

 **Next meetings – Thursday, September 19, 2019 at 1PM (Upon Board Approval)**

**Town of WY Update:** Jerry J. Budget is prepared to be adopted for the 2019-2020 fiscal year. CHP may need a new x-ray machine aprox. cost 100k. additional 1% resort tax to be on the ballot in November 2019 for infrastructure projects. Fulltime and part-time Dispatcher positions available. Update on the water rights from FWP town is waiting on responses. Overnight campers @ pullouts are full this summer. Commercial building permits are at a standstill at this time.

**Meeting Adjourned:4:00 pm**

**Annual 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

**Call to order**:4:00 pm

Marketing director gave the 2018-2019 year in review annual report for the WYTBID. Gave the paper copies to board and administrator will send to all TBID properties.

**Meeting Adjourned**: 4:05 pm.