Meeting minutes

West Yellowstone Tourism Business Improvement District

Thursday, April 16, 2020 1:00 pm

TBID Board Conference Zoom Call: Join by video system
Dial 295515410@meetingsamer5.webex.com
You can also dial 173.243.2.68 and enter your meeting number #Meeting number: 295 515 410.

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

**Board Members Absent**: Sara maurer, Dan Reger, John Stallings

**Call to Order**:1:20 PM

**Meeting minutes approved:** Approval of meeting Minutes from the March 12, 2020 meeting. Motion Jerry, 2nd: Brock , Vote: Unanimous.

**Treasurers Report approved:** Administrator gave the update on the collections for February 2020. Checking balance is at $197,199.36. all bills paid and account reconciled. Qtrly reports completed. Occupancy report updated and attached to the directors packets. Motion to approve the treasurers report: Jerry, 2nd: Brock, Vote: Unanimous.

**Public Comments:** Katrina Weise will be the new chamber director effective may 1 2020. Marysue Costello will be available for some consulting services in the future and will still be helping on special projects. West Yellowstone Airport will be resuming flights on May 7th (dependent on weather). 1 flight per day will be expected until June 30th instead of the 2 flights per day in the past. Updated schedule tentative opening date for ynp is estimated at May 22, 2020. Will keep everyone updated as information becomes available.

**Administrator Update:** administrator gave an overall update of the ota insight report forecasting report that is used for rooms rates in other competitive drive markets. Updated the properties in Id falls & big sky, as some of the properties have sold. Administrator is working on the fiscal budget for the 2020-2021year. Employee evaluations will also be in the month of may. Administrator is updating the evaluation sheet and will send via email for approval.

 **Marketing Report:** Marketing Director gave Campaign updates for spring/ summer will determine what the covid and travel restrictions for visitation. Gave update on the metrics for resort tax and tbid collections. Facebook posts have been reaching good engagements and pacing with what we are sending out via pandemic restrictions. web anyaltics include tope pages on the website include: home, activities, fishing, webcam, lodging. Top state: id, ut,ca, vi,mt,ks,or, wy ga. Top countries include: us, Canada,france,Australia,uk,Netherlands,Germany,new Zealand. Director went over the N-sight booking report. Most of the bookings and searches are flat or down from this time over last year. Spring campaigns include: heart of spring adventure, Utah media group camapaigns are up and running. Lees newspapers with statewide social and print campaign’s. National parks media are postponed until travel restrictions are lifted. When things lighten up director will be working with our agencies and be ready to launch the spring summer campaigns when the time is right. Yellowstone country updates includes next meeting on april 21, 2020. Administrator will send electronic marketing report to all tbid stakeholders and interested parties.

**Next Meeting- May 21, 2020 1:00 pm: Location TBD (Upon Board Approval)**

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

Virtual meetings for town of w.y. have had good engagement from community members.

Discussed ideas for helping community members with scholarships for little rangers and summer rec programs etc.

Discussing budget cuts for the 2020-2021 fiscal year. All projects are on hold other than essential projects.

Water and sewer is continuing and moving forward. Airport is requesting to hook up to the town water and sewer.

Discussion from community members is important when discussing the opening dates and travel restrictions regarding Yellowstone national park.

Town of wy meetings and work sessions will continue to move forward via zoom or other electronic means . agendas will be posted at the post office and via chamber email notices to community members

**Meeting adjourned:** 2:12 PM