***Meeting Minutes***

***West Yellowstone***

***Tourist Business Improvement District***

Thursday, December 3, 2020 1:00 pm

**November/December Monthly Meeting**

Join Zoom Meeting
<https://us02web.zoom.us/j/2543478824>

Meeting ID: 254 347 8824One tap mobile
+13462487799,,2543478824# US (Houston)
+16699009128,,2543478824# US (San Jose)

**Board Members Present**: Jeff Schoenhard, Alma Clark, Brock Kelley, Jeremy Roberson

**Board Members absent**: Jerry Johnson, John Stallings, Sara maurer,

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

**Public Comments:** None

**Administrator update:** administrator gave update on the status of the rail trail and current fundraising efforts being locally. John Cracroft’s team will be here for the 2020 winter shoot December 18-20th. We will be asking for local talent and volunteers to help with the process. Tbid Collections for the 2020 warm season are up compared to the original budgeted amount due to higher visitation for the warm season months. Currently with collections that have been submitted tbid is currently down about -24% from 2019.Occupancy Report attached and given to board members regarding the occupancy ytd for fiscal year 2020-2021. Update for the park opening weekend in West Yellowstone. Local shops and businesses will re-open for winter season and santa will light the community Christmas tree on the 19th.

**Meeting minutes approved:** Approval of Minutes from October 22, 2020: Motion: Brock K. 2nd: Jeremy, vote: Unanimous.

**Treasurer’s Report approved:** Administrator gave update on the current budget and review of collections from TBID stakeholders. Checking balance is: $223,225.14 all bills have been paid and account reconciled. Administrator gave update on Budget 2020-2021. TBID Collections above the forecasted amount for summer for budgeting purposes, with additional 32k award money for social services grant to be used by December 30th deadline. Motion: brock 2nd: alma, vote: unanimous.

**Marketing:** marketing director gave an update on the stats for ynp and resort tax metrics. October was record visitation to ynp. With collections and resort taxes still down from 2019. West entrance is up for October 130%. Resort tax oct is up 63% from last year. Social campaigns are performing well with Click thru rates performing at 6.1%. video view for facebook performing better that the Instagram engagement for the last month. Website and digital are performing at 300% over last year. HTML variety of creative with featured properties on Facebook and website are seeing increase visitation. Website pages include and demographics are as follows.

Top pages include: Fall, winter home and lodging.

 Top 10 states for website include : ut, id,mt, co, wy, ca, sd, az.

Top countries include: us, Canada, Mexico, Taiwan, uk, Argentina, s. africa, india, new Zealand.

Creative placements include: MT aware campaign is performing well and creative and digital components will coincide with wendt campaigns to go out later this month. Hemispheres and north west travel offers new creative content for the newsletters. Focus is on specials and packages for lodging properties and attractions. Holidays in West Yellowstone coincide with winter activities and lodging. Yellowstone Digital winter placements will be starting soon with an increased emphasis with Yellowstone and activities for safe travel. Administrator will send out the marketing report for the tbid stakeholders to review.

Next meeting – Thursday, January 21, 2020 at 1PM (Upon Board Approval)

Town OF WY Update: None

Meeting adjourned: 2:00 pm