***Meeting Minutes***

***West Yellowstone***

***Tourist Business Improvement District***

Thursday, September 16, 2021 1:00 pm

TBID Conference Room 303 Canyon St. Suite #C

**September Monthly Meeting**

Join Zoom Meeting<https://us02web.zoom.us/j/2543478824>
Meeting ID: 254 347 8824

Board Members present: Jeff Schoenhard, Sara Maurer, Jerry Johnson, Alma Clark, Jeremy Roberson

Board Members Absent: John Stallings, Brock Kelley

Others Present: Kristy Coffin, Audy Butler

**Call to Order**: 1:35 pm

Public Comments: kristy c. gave recent update on the wy airport further discussion in the admin report. Jerry J. gave update on the Johnson golf tournament and proceeds that were able to benefit 2 local families in need for medical expenses.

**Meeting Minutes Approved:** Approval of Minutes from August 19, 2021. Motion: Jerry j. 2nd: Jeremy, Vote: Unanimous.

**Treasurer’s Report:** administrator gave update on the latest TBID Collections and occupancy reports ytd for the 2021-22 fiscal year. The balance sheet and Profit and loss are attached to directors’ packets and will be open for discussion. Checking balance: $212,699.60. all bills paid and account reconciled. Motion: Sara M. 2nd: Jeremy R. Vote: Unanimous.

**Administrator update:** MLHA Conference in white fish Montana October 17-20th. Tbid admin and marketing director will go to the TBID meeting and key note speaker will return on Monday afternoon. Destination Development strategy meeting will revisit goals and stakeholders for follow up. Admin will report back to the board after the meeting regarding next steps that are pertinent to the TBID.TBID Property update findings for the 2013 vs.2021 TBID vs. non-TBID Properties. 2013= 31Non-Tbid properties 11non resident and 20 resident. 35 TBID Properties 10-nonresident and 25 resident owners. 2021 showed: 59 non-Tbid owners with 30=nonresident and 29=resident.44 tbid properties with 21=nonresident and 23=resident. Admin will be reaching out to TBID Stakeholders regarding new photos on website and or amenity updates this fall. WI\_FI hotspot splash page is up and working per Paul Helton at anthem. WY airport is seeing 5 flights this summer with 9.990 seats outgoing from the WY airport. The capacities are approx. 55% Delta and 65% for United. Still continuing the conversation with the Town of WY to hook into the water system and new Terminal is scheduled to begin in summer of 2022. New terminal is planned for approx. 40k sq st. bldg. with new baggage and terminals.

**Employee Handbook Draft:** admin discussed options moving forward for the employee handbook. Directors will look over points of discussion and give feedback to admin by September 23rd. Employee and operations manual to be an action item for October meeting.

**Marketing campaign updates:** For the second month in a row, visitation was at a record high for Yellowstone National Park. August of 2021 was up 4.54% from 2020, and up 12.4% from 2019 with 921,844 recreational visitors. 2021 recreational visitors by entrance (vs 2020) , vs 2019• West entrance-414,212 visitors (up 5.64%,) (up 19.6%) • North entrance –161,288 visitors (up 6.84%), (up 15%) • Northeast entrance- 56,010 visitors (up 3.55%), (down 1.5%)

• South entrance –176,341 visitors (up .13%),(down 1.3%)

• East entrance-113,993 visitors (up 5.02%), (up 16.17%) Current collections for the 2021/2022 fiscal year are $149,750.64. This total is up

212% compared to the same period last year. Warm season messaging, fall inspirational, paid and organic• Lodging posts• WYS Airport campaign, joint w/WYCC and Advanced Media• Messaging promoting stewardship, safety,

recreating responsibly to tourists• Social campaign promoting

meetings/small groups starting Sept. In-Market/Upcoming: Small Meetings (9/13-10/23/2021, total of720,000+ impressions)-Digital Ads: Targeting Meeting planners, business owners in MT< UT,ID-HTML email: Business meeting planners in San Francisco, 6000 opt-in customized recipients-Mountain Meetings email: Subscriber database in CA, CO, IL, WA,OR, ID, TX-Social media: Business owners, employers, mtg planners in MT, UT ID. Administrator will send marketing report and annual report to stakeholders

**Next meeting – Thursday, October 21st at 1PM (Upon Board Approval**

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

* Town manager dan Walker is here full time and ready to jump into meeting the community and stakeholders.
* Town job positions are being filled. WY police officer positions are doing background checks.
* Looking for the water and sewer superintendents.
* Well #4 is waiting test results to come online and start working pending results. Then Well #5 will be the next well to come online.
* Moonrise conversations are continuing between town and Madison addition.
* League of city and towns could possibly come to west Yellowstone, based on a bid. Date of conference will be October 2022 pending bid award with aprox 300-500 people. Last time it was held in West was 2008.

**Meeting adjourned:** 2:15pm