***Meeting Minutes***

***WY Tourist Business Improvement District***

Thursday, January 21, 2021 1:00 pm

303 Canyon Street Suite #E

**January Monthly Meeting**

Join Zoom Meeting  
<https://us02web.zoom.us/j/2543478824>  
Meeting ID: 254 347 8824  
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**Board Members Present:** Jeff Schoenhard, Alma Clark, Jerry Johnson, John Stallings, Jeremy Roberson

**Board members Absent:** Sara Maurer, Brock Kelley

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

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

**Public Comments:** None

**Administrator Update:** Administrator gave update on the upcoming Snow Shoot 2022. Manufacturers excluding Yamaha and media groups will start to arrive on the February 15th. Riding days will be the 22nd-26th. Rail Trail released phase 2 press release for the project that will enhance the trails system project with fundraising other projects. Winter photo Shoot with John Cracroft finished on December with new video clips and stills for the release in February. New forecasting tool for webcam from live view will enable to notify when webcam will be down due to weather and loss of power on solar sources. webcam is being linked to website and will need a new source for display on TBIDs website.

**Meeting Minutes approved:** Approval of Minutes from December 3, 2020 Motion: jerry 2nd: Alma Vote: Unanimous

**Treasurer’s Report Approved:** Administrator gave update on the calendar year end reporting. 1099’s, annual report filed and w-2’s & Qtrlys all sent and completed. Tbid collections reviewed and fiscal year 2020-21 budget comparison for remaining fiscal year discussed. checking account balance: $238,201.21 all bills paid and accounts reconciled. Budget 2020-21 vs. actual Report discussed and sent to TBID board to review. Motion: Jerry, 2nd: Alma, vote: unanimous.

**Marketing:** Campaign Updates from marketing director include: Metrics for YNP visitation for December on west gate up 12.43%. Resort Tax down 11.62% YTD. Social and digital ads are performing well. Website visitation is up for winter with high click thru rates. Web traffic due to the Mt. aware campaigns and adventure campaigns are up 350%. Northwest Video is 12 minutes with a shorter 2 min on the you tube account is getting good traction. Top pages include: winter, home, top 6 adventure, lodging and flyfishing. Top states include: ut, id, mt. s.dakota, wy, co. top countries include: us, Canada, Mexico, Argentina and china.

Email marketing has been best performer for the winter so far with creative winter and discover America campaigns. N sight report discussed with little input on booking trends and shorter booking timeframes will affect reporting. New video and digital assets from December shoot. Snowmobile tv shoot with Yellowstone country will arrive in February and shoot winter TBID and COC will partner together. Winter placement includes: Mt Aware campaign run ( sept-Dec30) with great response. Discover Americas backyard, Dakota adventures, NW travel inside story to you tube link. Discussed visitation for the summer 2021 season and upcoming h2b and j1 programs for frontline staffing issues. Will continue to reach out to tbid stakeholder for updates and suggestions. Administrator will send report to stakeholders with meeting minutes.

**Town of WY Update: jerry Johnson**

* Public works is continuing accepting applications and interviewing processes.
* Chief of police position has not been filled at this time. Positions available at the town include 1 dispatch and 1 officer position. Map board filled 1 position and Health services board is still looking for 1 position.
* H20 optimistic for 2021 water rights to finalized for well. Deq regulations on backup flows. Could restrict building permits until figured out.
* Sewer project optimistic for breaking ground spring2022 and finish spring 2023.
* COVID #’s have dropped in gallatin county.

Next meeting – Thursday, February 18, 2021 at 1PM (Upon Board Approval)

**Meeting Adjourned:** 2:15 pm