***Meeting Minutes***

***West Yellowstone***

***Tourist Business Improvement District***

Thursday, October 22, 2020 1:00 pm

Join ZOOM Meeting:<https://us02web.zoom.us/j/2543478824>  
Meeting ID: 254 347 8824One tap mobile+13462487799,,2543478824# US (Houston)  
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**October/ November Monthly Meeting**

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

**Board members absent:** Sara Maurer, Jerry Johnson,

**Others Present**: Kristy Coffin, Audy Butler, wendy swenson

**Call to order:**1:10 pm

**Public Comments:** Alma Clark is the new co-chair for the chamber of commerce and will co-chair with garret ostler for the 2020-2021 term.

**administrator report**: administrator gave update on the request for support for the new sky west proposal of adding flight from west to Denver Airport. Updated board that the Kids n snow events will be cancelled for the season and will resume 2021-2022 season. Ski Festival will be happening on Thanksgiving week with a race and outdoor clinics. NAIFC Fishing Tournament is scheduled for January 2021. Snow-shoot media groups will be here for February 2021.MT Aware campaign will continue with banners for light poles and wrapping of the bear boxes for cohesive community campaign.

**Meeting minutes approved:** Approval of minutes from October 1, 2020 Motion: Brock K. 2nd: Jeremy R. Vote: unanimous

**Treasurer’s Report approved:** administrator gave update on the budget with updated revenues. The budget will need to have a resolution amendment with the town of wy during the 2020-2021 fiscal year. The social services grant is still pending per state and will update board as the funds are approved or not approved. 990 is being filed with rudd and co. TBID collections were higher than anticipated with covid restrictions gave board update occupancy reports for ytd and seasonal updates with lodging properties. Balance of checking account is $188,992.87 account reconciled and bills are paid. Balance sheet and profit and loss reports were distributed to board for review. Motion to approve treasurers report: Brock K. 2nd: John S. Vote: unanimous

**Marketing Campaign Update:**Marketing director gave update on the YNP stats and Town of WY Stats. Sept showed increase in visitation for ynp by 20.83%. West entrance is up 30.67%. Resort taxes up 2.5% and YTD down -13.5%. Social media is going well with inspirational winter campaigns including the safety messaging with covid emphasis. Mt aware campaign is continuing with safety brand messaging for all winter/fall visitations. Website and digital are up from 2019 by 40% new visitors are up this year as well as returning visitors. N sight report is showing that search for 60 days out is too far out as walk in traffic and same day bookings were the trend for the end of summer season. Rediscover Montana impressions were 225K and above industry averages. Creative placements for fall included northwest Travel and e-blasts. Winter campaigns will include the Eat Play and Stay messaging. Bozeman airport is increasing flights from all over and will reflect winter strategy for winter placements this year. Administrator will send the marketing report to stakeholders with the meeting minutes.

**Town of WY Update**: None

**Employee Evaluations:** Board discussed performance for Administrator and Marketing Director. Performance evaluation’s were sent to president for meeting. Motion to increase salaries for administrator and marketing director at 2.5% retroactive to beginning the 2020-2021 fiscal year. Motion: Brock K. 2nd: John S. Vote: Unanimous.

**Next meeting – Thursday, December 3, 2020 at 1PM (upon Directors Approval**).

**Meeting Adjournment:** 2:10 pm