***Meeting Minutes***

***West Yellowstone***

***Tourist Business Improvement District***

Thursday, October 28, 2021 1:00 pm

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

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

**Board members absent:** Alma Clark, Sara Maurer,

**Call to order**: 1:15 pm

**Public Comments:** Park closes November 7th, Ballots due November 2nd 8:00 pm.

**administrator report:** Winter events update: administrator handed out the winter season events calendar for board members to give to front line staff. Snow shoot is planning to attend west Yellowstone from February 15th – February 28th.

**MLHA update**: MLHA update from regarding the new 501 c4 Mt travel association to help participate in the political activity and voices for legislative concerns regarding the travel industry. The voice of tourism will continue with the 501 c3 non-profit status with scope of education and outreach as in years past. The mt travel assoc. will find sponsorships and other funding sources to sustain efforts for the lobbying arm of the organization as most TBIDs are unable to support efforts in this area.

**Website content Wendt**: administrator is working with Wendt for updating of the TBID website and content efforts. Blogs and other winter activities pages will be adding new digital assets and video components for a refreshed look.

**Train Car WY Museum**: phase 1 of the train car remodel is complete. Phase 2 will continue in the spring of 2022.

**Destination Development**: administrator gave an update on Rogers Brooks presentation regarding west Yellowstone. Take away #1 is to get people out of their cars and onto the sidewalks for a more visitor friendly environment. Benches and flowers to create a hang out experience to the travelers was recommended, the DID group was re-established for the town of wy advisory boards. This will hopefully help those community business merchants to have a team for the goals and suggestions brought about by the presentation. Discussion for a combined website effort for visitor user experience. Presentations were bound and delivered to all tbid board members for reference.

**Meeting minutes approved**. Approval of minutes from September 16, 2021. Motion: Brock K. 2nd:; Johns S. Vote: unanimous.

**Treasurer’s Report approved**: administrator gave update on the 990 fling for fiscal year 2020-21 year end. Account reconciled and all bills are paid. checking balance:287,754.93. profit and loss and balance sheet attached for review. Motion: Brock. 2nd: John S. Vote: unanimous.

**Employee Handbook:** administrator gave update on the employee hand book for the hr files. Recommendations made and verbiage addressed to the consultant at together. Motion to approve the employee handbook based on the added verbiage for the purchasing section. Jerry J. 2nd: Brock K. Vote: unanimous.

**Marketing**: marketing director gave update on the town of wy and park metrics. Tbid collections and resort taxes up 39.5%.social media includes fall and winter messaging with Instagram and Facebook performances. Htlm emails and website traffic is declined and will address new posts, boosts and content refresh to bring in new awareness and visitors. Analytics include: top pages: meet in west, home, lodging, group travel and webcam. Top states include: ca, ut, va, mt, id, ks, co. top countries include: us, india, china, Germany, Ireland, Bangladesh, uk, Canada. Creative placements include amplified media and in market south Dakota adventures, native banner ads airport placements, outside Bozeman. Airport campaigns are up 24%.Zartigo implemented this month. administrator will send report to all tbid stakeholders.

**Town of WY Update: Jerry J**

* Trail project is moving forward and implementing project for the casting pond for the spring of 2022.
* Nov 10th plow meeting for merchants and business owners at povah center.
* Water and sewer: well #4 is up and running. Well #5 will be in the planning stages for the next project.
* Forsgren is moving forward with the new sewer system. Should be build out for 60 years capacity. Estimated cost of project s/b 33 million.
* Property on electric street currently in litigation.
* 80 acres annexation process complete.
* Granting awards to town for the sewer infrastructure aprox.2.75 million towards the project.
* New police officer Juan welcome to west.
* YNP winter guides to be vaccinated no capacity limits masks and federal mandates for public spaces and indoor buildings are in place.

Next meeting – Thursday, November 18, 2021 at 1PM (upon Directors Approval).

Meeting Adjournment: 3:00 pm