Meeting Minutes

West Yellowstone Tourism Business Improvement District

Thursday, March 11, 2021 1:00 pm

303 Canyon Street Suite #E

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Meeting ID: 254 347 8824
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**Board Members Present:** Jeff Schoenhard, Sara maurer, Jeremy Roberson, Alma Clark

**Board Members absent:** Jerry Johnson, Brock Kelley, John Stallings

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

**Call to Order:** 1:07pm

**Public Comments:** none

**Meeting Minutes approved:** Approval of Minutes from February 18, 2021. Motion: sara M. 2nd: Alma C. Vote: Unanimous.

**Treasurers Report approved:** administrator gave update on tbid collections, account balance is : $231,335.71. all bills paid. Financials reviewed for board. Occupancy reports and updated budget passed around to review. Motion: Jeremy 2nd: sara M, Vote: Unanimous.

**Administrator update:** administrator gave update on the Rail Trail funding GAOA and that project will move forward with funding. Other phases to come in the future for connecting trail systems, Music in Park rooms will be needed for the following dates: August 5th and 6th, July 4th, and September 4th. Film scouting for mt office of tourism to be done early next week for possible locations etc. discussed report from Safelink regarding pioneer park and wi-fi hotspot.

1. Jeff Schoenhard, 4 year term 50- 100 rooms representative expires (march 2021) Jerry Johnson, 4 year term10-49 rooms representative expires (march 2021). Discussed applications for town regarding the openings on the TBID board.

**Voices of tourism update by Dax Schieffer:** update regarding west Yellowstone and state collections for bed tax dollars. Presentation discussed tourism forecast for the summer 2021 season. Discussed the 2 bills that are on the table for the legislative session now. The HB2 bill and SB355. Both bills will be affecting bed tax dollars and will be updated by our representatives as things move along. Administrator will discuss the topic points with VIC to align letters opposing the hb2 changes. Presentation will be sent to TBID stakeholders with the marketing presentation and meeting minutes.

**Marketing Report:** Marketing director gave update on the ynp metrics and town metrics 3.1% for town is down over 2019. Ytd is down 8.1%. TBID is down about 23% over 2019. Largely due to late payments. Snow coach into ynp up .16%. Social media campaigns and messaging for outdoor activities continues to be strong. Website and digital is strong with users up 241% and organic search is up 16%. Bounce rate is around 14 seconds. Top pages include: winter, hone, top 6 advent, lodging and activities. Top states include: tx, ga, ca, az,tn,nv,wa,fl, ny,va. Top countries include: us, Canada, brazil, china, japan, Germany, uk, india, Russia. Creative placements include: amplified media, nw travel and national parks Dakota adventures. Discusses 2 new areas of interest in airports etc. California, Austin , las vegas, beat the heat campaigns. Will get campaigns finalized and pricing for upcoming season launch.

**Tourism Recovery Assessment** discussed regarding assessment on areas of west including town, education, medical, tourism sustainability. Assessment is proposed for fall of 2021 if approved and will be in the next fiscal year budget for tbid 21-2022. Will discuss further at upcoming meetings to get finalized with community partners.

**Next Meeting- April 22, 2021 1:00 pm: Location TBD**

**Town of WY Update**:

* Public works supervisor will start in April 2021.
* Chief of police contract is pending and being worked on and should be finalized at the end of the month.
* There are 2 fulltime and 1 halftime positions available for dispatch.
* 2 police officer positions available
* Sewer and water certified operator position is available posting to go out soon.
* Contract under approval process for the agency to begin process for recruitment for applicants for city manager to begin soon.
* 3 equipment operators needed and seasonal laborers needed.
* Summer rec is looking for seasonal help for summer 2021.

**Meeting adjourned: 3:25 pm**