**Meeting Minutes**

West Yellowstone Tourist Business Improvement District

Thursday, May 20, 2021 1:00 pm

TBID Conference Room 303 Canyon Suite #E

May Monthly MeetingJoin Zoom Meeting  
<https://us02web.zoom.us/j/2543478824>  
Meeting ID: 254 347 8824  
One tap mobile+13462487799,,2543478824# US (Houston)  
+16699009128,,2543478824# US (San Jose)

**Board Members present:** Jeff Schoenhard, Jerry Johnson, Alma Clark, Sara Maurer, John Stallings

**Board members absent:** Jeremy Roberson, Brock Kelley

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

**Call to Order:** 1:10pm

**Public Comments:** K coffin addressed 2 memorial services held for pierre Martineau and frank martin. 1st flight from united to west Yellowstone on june 3rd 2021.

**Meeting minutes approved:** Approval of minutes from last meeting (March 11, 2021) motion: jerry j. 2nd: John s. vote: unanimous.

**Treasurers Report approved:** administrator discussed the current checking balance is $ 172,880.66. account in reconciled and all bills are paid. Administrator gave an over view of the budget for the 2021-2022 fiscal year. Board members can discuss the items in further detail if needed. Will have a final budget meeting for the budget Preview 2021-2022 in june for the fiscal year beginning July 1. Tbid collections and occupancy reports are attached to the board packets. Motion: Alma 2nd: John S. Vote: unanimous.

**Administrator Update:** administrator gave update on the upcoming meetings for the summer season. We will continue to move forward with the 3rd Thursday summer meeting dates. Administrator gave updates on the summer events schedules. Airport flights in and out of west Yellowstone. Visitors center hours will be 8am -8pm thru October. YNP camping and rates for park lodging have increased for the 2021 fiscal year. Bucking moose has changed ownership from previously moose creek cabins and is the newest member to TBID.

**TBID Board appointees:** Motion to accept the renewed terms for Jeff Schoenhard and Jerry Johnson. Jeff Schoenhard, 4 year term 50- 100 rooms representative Term expires (march 2025) .Jerry johnson , 4 year term10-49 rooms representative Term expires (march 2025). Motion: Sara m. 2nd: John, Vote: unanimous.

**Marketing Campaigns:** Marketing director gave overview of the park stats, town of West Yellowstone metrics and resort taxes. YNP is up 9.5% and west entrance is up 4.9%. April visitation is up 40% with forecast to have the busiest warm season to date. Airport campaigns include SkyWest in west Yellowstone and San Diego ca, Austin Texas with 4 weeks runtime for both out of town airports. Campaigns include digital lcd package and will have 18 screens in terminals 1&2 with southwest and American concourses. Website metrics include users up 200% and will the top pages including: Spring, home, webcam, and lodging. Top states include: ut, id, mt, sd, wa, ca. administrator will send the marketing report to all TBID Stakeholders with the meeting minutes.

**Next Meeting- Thursday, June 17, at 1:00 PM. Location (TBD)**

**Town Update:** jerry Johnson: single family bldg. will be based on anew algorithm for figuring water and sewer usage for future building in west Yellowstone. Sewer system estimated completion date is august 2023. Water plant public comment period is done and will come online but wont be to firm capacity, could mean a 6th well will be needed in the future. town manager search is ongoing with applicants for position. Open house is tentatively scheduled for june 15th and 16th. Moonrise is clearing lots in the subdivision. Simonsen lawsuit is still pending. Town of wy resigned with the engineers and lawyers for new fiscal year. Summer rec program is filling up and ready for a new season. Summer event permits have been signed and ready to go!

**Meeting adjourned:2:25**

**Evaluation Meeting**:

**Call to order**:2:35pm

**Board members present:** Jeff Schoenhard, Jerry Johnson, Sara Maurer, John Stallings

Administrator and Marketing director evaluations: motion to approve 3% salary increase for administrator and marketing director: motion: Jerry J. 2nd sara m. vote: unanimous.

**Meeting adjourned:** 3:30pm