***Meeting minutes***

***WY Tourist Business Improvement District***

Thursday, February 18, 2021 1:00 pm

303 N. Canyon Street Suite #E

**February Monthly Meeting**

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

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**Board Members present**: Jeff Schoenhard, Alma Clark, Brock Kelley, Jeremy Roberson

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

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

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

**Public Comments**: None

**Administrator Update:** gave update on the Snow Shoot event beginning February 22-26th riding days. Manufacturers have been arriving since the 15th and will be staying till the 28th. Discussed museum train car to become potential trail head for the rail trail. Music in the park dates (tentative) are July 4th, August 5th and 6th (rod run), September 4th labor day weekend. Mt Tourism Talks are at 12pm weekly until March 24th.

TBID Board updates: administrator will update the town of the 2 terms to expire for anyone that would like to sit on the tbid board. 4 year term 50- 100 rooms representative expires (march 2021) 4 year term10-49 rooms representative expires (march 2021).

**Meeting minutes approved:** Approval of Minutes from January 21, 2021 motion: Brock K, 2nd: Jeremy R., vote: Unanimous

**Treasurer’s Report approved:** administrator discussed tbid collections. Checking account balance is $227,972.04. all bills paid and account reconciled. Balance sheet and p&l for review attached. Will discuss collections and budget opportunities for other campaigns that would be beneficial for tbid. Budget will need an amendment with town as fiscal year 20-21 proved to be better than budgeted. Motion: Brock, 2nd: Jeremy, Vote: Unanimous.

**Marketing:** marketing director discussed stats and metrics for resort tax is8% down ytd over last year but up for the month of December. YNP is up 12.4% for snowmobiles and overall for December up 40%. Social media is performing well with lodging posts and social posts that are co-op with COC. Website and digital pages are performing well and page views are up 500% with a bounce rate that is down. SkyWest is performing well and will continue safety messaging for warm season with MT aware and adventure campaign from amplified media. ToP website pages include: winter, home, lodging and top 96 adventures. Top states include: ut, id, tx, mt, ca, ga, top countries include: us, Canada, china, Mexico, india. Creative placements include adventure campaigns park trips media with spring promotion. Co-op with Yellowstone country will run earlier than normal. New flights from bozo include: san diego, Oakland, Austin tx. Id falls will resume phoenix air Arizona in June and new flight to dallas Ft worth. Snowmobiler tv shoot will be around from February 25th -28th.

**Town of WY Update**: dispatch, 2 officers, public works and chief positions are still in process for hire.

**Next meeting – Thursday, March 11th, 2021 at 1PM (Upon Board Approval)**

**Meeting adjourned**: 1: 45 pm.