***Meeting Minutes***

***WY Tourist Business Improvement District***

Thursday, February 17, 2022 1:00 pm

303 N. Canyon Street Suite #E

**February Monthly Meeting** Join Zoom Meeting  
[https://us02web.zoom.us/j/2543478824](about:blank)  
Meeting ID: 254 347 8824 One tap mobile  
+13462487799,,2543478824# US (Houston)  
+16699009128,,2543478824# US (San Jose)

**Board Members present**: Jeff Schoenhard, Alma Clark, Sara Maurer, Brock Kelley

**Board members absent:** Jerry Johnson, John Stallings, Jeremy Roberson

**Others present:** kristy Coffin, Audy Butler

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

**Public Comments**: Winter events include: Taste of the trails will be held on February19th and skijor event will be held on February 25-26.

**Administrator Update:** Snow Shoot February 21-25th all media and manufacturer groups will be riding around the west Yellowstone area for a week testing new sleds. Not a public event but does bring winter business to town. Rail trail project is advancing. Sea reach is working on signage language for custer gallatin forest and will be implemented this summer. Donations and funding are being implemented and secured. Music in the park meeting will be held this week to secure volunteers and stage and music acts. TBID board members will not term until 2023.

**Meeting minutes approved**: Approval of Minutes from January 20, 2022 motion: Brock K. 2nd Sara M. vote: Unanimous.

Treasurer’s Report approved: administrator gave up date on the tbid collections for December. 14 properties submitted and are waiting for a couple of late payments. 990 is filed with rudd and co. for the 2020-2021 fiscal year that ended in June. Checking account balance is: $223,363.37.All bills paid accounts reconciled and financials passed around for board to view. Motion: Brock K. 2nd: Sara M. Vote: Unanimous.

**Marketing:** marketing director gave update on the YNP metrics. West gate of Yellowstone is up over last year for park entrance visits by 29%. West gate snowmobile up 9% and snow coaches up 1% over last year visitation. Social media messaging for winter and video and organic are up with user generated contend and lodging posts emphasizing groups, spring meetings launched on 2-1-2022. Website and digital are holding strong and with the “one and Only West Yellowstone “ messaging has been generating web traffic over last year, with national park awareness for “no crowds in the winter messaging. 3 new blog posts have been updated on the website with the new video landing page for website. Analytics include: top web pages: winter, home, lodging, webcam, activities, meet in west top states include: va,ca,tx,fl,mt,ks,co, ga, il, ut. Top countries include: us, India, Canada, uk, France, spain, Germany, Ireland.

Spring and summer new creative messaging will run in national park trips with emphasis on safety messaging inspirational planning. Reunions and groups will be launched in February for groups. Combining a couple of elements of drive and fly markets for creative placements as well. Administrator will send out marketing report to all stakeholders for review.

**Town of WY Update:**

**Next meeting – Thursday, March 17, 2022 at 1PM (Upon Board Approval)**

**Adjournment:** 1:45pm