***Meeting Minutes***

***West Yellowstone***

***Tourist Business Improvement District***

Thursday, September 15, 2022 1:00 pm

TBID Conference Room

303 Canyon St. Suite #C

**September Monthly Meeting**

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

**Board Members Present**: Jeff Schoenhard, Jerry Johnson, John Stallings, , Jeremy Roberson, Lisa Johnson( arrived at 1:50pm)

**Board Members Absent**: Sara Maurer, Alma Clark

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

**Call to Order**: 1:00 Pm

**Public Comments:** Administrator gave update on the airport fly-in event scheduled for Saturday 8am -12 pm. event will have rides for kids, pancake breakfast, miss Montana, and other events.

**Meeting minutes approved**: Approval of Minutes from August 17, 2022. Motion: Jeremy 2nd: John S. Vote: Unanimous

**Treasurer’s Report approved** : administrator gave an update on the financials, tbid collections and occupancy reports. The budget recap will happen in December to decide where the collections will be for the 2022-23 summer season. Profit and loss and balance sheets are attached to the board packets. Checking balance is:$146,927.46 all bills paid and account reconciled. Motion to approve: John S. 2nd: Jeremy vote: unanimous.

**Administrator update:** the Montana lodging and hospitality conference will be held in Billings Montana October 25-27th, update on the Rail trail included 3 bridge installations and the new steel bridges are ready for the planks to install. Should be paved my next spring with interpretive signage from sea reach. Administrator will reach out to the TBID Properties for picture and essential information updates.

**Board Member appointee**: Lisa Johnson 4 year term representing 100+ rooms. The town of wy appointed on September 12th motion to approve lisa to the 2024 existing term of Brock K. Jeremy r. 2nd John S. Vote: Unanimous.

**Marketing Report and Campaign updates** : marketing director audy butler. Metrics for resort tax, tbid collections were discussed. Resort taxes will be down and are hoping to bounce back at the end of the warm season. Park is down aprox 29% from august 2019. Eblasts continue to have good engagement and will continue to push lodging and emphasizes on fall/ winter bookings to drive alerts. Website and digital user are up 200% and include to have the top pages. Lodging and activities and winter activities as the top 3. Top states include: az, ca, co, fl, ut, mt ,tx, va.top countries include: US, Canada, winter and fall. Next meeting will have more and new ads for review. Travel trend show that September and October will be some of the busier months this season. Zartico reporting will also have some new reports to show the board for review. Marketing team is discussing taking some new direction and will consider input from bowstern wendt and amplified for a new approach moving forward. administrator will send out marketing report to all tbid stakeholders.

**Next meeting – Thursday, October 20th at 1PM (Upon Board Approval**

\*Town of WY Update: By dan Walker: administrator gave report and attached a paper copy to board packets.

\*Chief Gavagans first day is 9-5-2022 as chief of police.

Award to social services for inspection and performance.

\*Micelle deroches will be the temporary Director of the WY Library until a new director is assigned.

\*zoning code update from intrinsic and fall creek. Meeting with planning board on 9-23-22.

\* Casting pond bidding for concrete to complete phase 2 of this project this fall.

\*Airport utilities will be moving in a new direction for water and sewer. Will work with rep Gillette and Sen.Flowers for MDT leadership. \*Short line trail has the 3 bridges installed for project.

\* Housing task force meetings will regularly meeting October and December to make recommendations and discuss legislative options for affordable housing for Montanans.

\*2 new equipment operators have been hired for public works and seeking 2 more positions.

\*Finance director position application period has been extended til sept 16th.

\*Dispatch is seeking 2 positions for full time dispatchers.

**Meeting Adjourned**:2:10pm