***Meeting Minutes***

***WYTourist Business Improvement District***

Thursday, January 20, 2022 1:00 pm

303 Canyon Street Suite #E

**January Monthly Meeting**

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

**Board Members Present:** Jeff Schoenhard, Alma Clark, Jerry Johnson, Sara Maurer, Jeremy Roberson

**Board members absent:** John Stallings, Brock Kelley

**Others present**: Kristy Coffin

**Call to Order:** 1:15pm

**Public Comments:** changes in the marketing director position at the chamber of commerce wendy will be heading to anchorage. Katrina will serve on the MAP board. Lee powell long-term resident of west yellowstone will have memorial services on Saturday January 22nd. WY School is temporarily shut down for this week due to teachers and substitute shortages. School will resume week of jan 24th to full capacity.

**Administrator Update:** Snow Shoot media groups will begin arriving on February 15th -28th for media photo shoots and riding in the west Yellowstone area. This is not a public event but is good for the community for winter visitation and lodging. YS Rail Trail project is continuing to move forward with the bid hopefully being awarded in march sometime. 3 bridges install for the summer of 2022 is hopeful and phase 2 to complete project in 2023 with more fundraising efforts. Zartico Reporting has begun and will continue to pull data from visitors that will be landing in the west Yellowstone area and can track spending, accommodations, drive/fly markets for future marketing campaign efforts. Will have an in depth report ready for the board in February. Website updates include new video footage on the home page with more video strategically placed on the individual pages. Administrator will continue to work with production company for new smaller cuts on the video digital assets.

**Meeting minutes approved:** Approval of Minutes from December 9, 2021 Motion: Jerry J. 2nd: Jeremy r. Vote: unanimous.

**Treasurers report approved:** Administrator gave update on the tbid collections. Up to date occupancy for the warm season and year to date. Financial reports discussed and approved for the January meeting. Year- end update w-2s and 1099 filed and all end of year reporting is complete and done for calendar year 2021. Discussed the Budget vs. Actual report to show mid fiscal year income and expenditures for the 2021-2022 reporting period. Advertising and marketing line items are on par with the budget for the warm to cold season changes in visitation numbers. TBID Lodging numbers will continue to be affected due to the increase of non tbid lodging in West Yellowstone and surrounding area competing for market share in accommodation.

**Marketing**: Campaign and reports will be sent out via email to all TBID stakeholders due to absence of marketing director.

**Town of WY Update by Jerry Johnson**:

* Water and sewer financing requirements are being worked on as a requirement from the MT DEQ.
* New tower is installed behind the town offices and will be online by the 4th of July.
* Neil Pringle is acting interim chief of police until the position is filled with new chief of police.
* Public works and police officer available positions have not been filled at this time and will continue hiring efforts for warm season.
* Ice skating rink is complete and ready for skating.
* Town of wy accepted the bid for phase 1 of the casting pond. Project will continue to move forward.

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

**Meeting adjourned**: 2:00 pm