***Meeting Minutes***

***West Yellowstone***

***Tourist Business Improvement District***

Thursday, December 9, 2021 1:00 pm

**November/December Monthly Meeting**

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

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

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

**Others present:** kristy Coffin, audy butler

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

**Public Comments:** none

**Administrator update:** administrator gave update on the Rail Trail project and train car remodel. Administrator will keep the board informed on the status of the project and the progress. Spring will be phase 2 of the rail car and may be opportunity for tbid to contribute. Snow-shoot is scheduled for Feb15th-28 media photo shoot will begin 15th. Winter events kids n snow events are happening dec-march with stroll and rodeo run races on December 18th. 1911 syndicate request for shooting location and possible lodging staging areas. Will keep board informed on progress of shoot and support needed. Collections for tbid thru November on spreadsheets and corresponding Occupancy Reports for tbid board.

**Meeting minutes approved:** Approval of Minutes from October 28, 2021: motion: Sara M., 2nd: John S. Vote: Unanimous

**Treasurer’s Report approved:** administrator gave update on financials. Checking account balance is:$262552.36. Bank account reconciled and all bills are paid. 990 is in progress with accountant. Balance sheet and profit and loss statements attached to the board handouts. Budget vs. actual report will be discussed at the next meeting in January. Motion: Jerry J. 2nd: Sara M. vote: Unanimous.

**Marketing:**

Marketing director gave update on the metrics for tbid collections resort taxes October collections, reported in November were down

5% YOY.• FY 2021-2022 is currently surpassing FY 2020-21 by

50.34% to-date. YNP statistics. West ent was down 15.92% from last October in 2020. October was the highest visitation in 2020. Recreational visitation of 316,662 visitors to Yellowstone National Park in October of 2021 was down 12.01% compared to 2020, but was 84.8% over October 2019.TBID Collections: Current collections for the 2021/2022 fiscal year are $275,464.99. This total is up

29% compared to the same period last year. Social media Fall and winter messaging, paid and organic, Event calendars and user-

generated content, Lodging posts, Messaging promoting stewardship, safety, recreating responsibly to tourists. Promoting direct flights to region, winter travel, events, and activities. -Nat’l Park Trips e-blast to 85,000 subscribers.-Outdoors NW e-blast. New blog post is live. Beginning to re-introduce In-Market/Upcoming: Small Meetings (9/13-10/23/2021, total of720,000+ impressions)-Digital Ads: Targeting Meeting planners, business owners in MT< UT,ID. -HTML email: Business meeting planners in San Francisco, 6000 opt-in customized recipients

-Mountain Meetings email: Subscriber database in CA, CO, IL, WA,

OR, ID, TX. Social media: Business owners, employers, mtg planners in MT, UT ID. reintroduce messaging to Canada. Web traffic down over 2020 but up vs. 2019.administrator will send to all tbid stakeholders.

**Next meeting – Thursday, January 20, 2022 at 1PM (Upon Board Approval)**

**Town OF WY Update:** Jerry J.

\*Fly fishing pond bids to come in with changes for project.

\*Healthcare rfp award should be here by august with January 1 start.

\*Water and sewer assistance program for low income introduced by state. Sewer blower purchased for less money and will be cost effective for project with completion forecast of august 2024.

\*Airport discussion for connections to town of wy.

\*Marijuana laws will be put to vote discussions will begin January 2022

\*New town manager doing a great job.

\*Moonrise project has made no movement.

\*Housing discussion on the 80 acres is still progressing and moving forward.

**Meeting adjourned**: motion: Jerry 2nd: jeff s. vote: unanimous.