***Meeting Minutes***

***WY Tourist Business Improvement District***

Thursday, march 17, 2022 1:00 pm

303 N. Canyon Street Suite #E

**March Monthly Meeting**

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

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

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

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

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

**Public Comment:** Davidson Veterinary Clinic will be closing both locations in west yellowstone and ennis.

**Meeting minutes approved:** Approval of Minutes motion: Brock K. 2nd: Jeremy R. Vote: unanimous.

**Treasurers report approved:** administrator gave update on the financials for tbid ytd, tbid collections, and occupancy reports year to date; checking account balance: $173,137.50. all bills paid and accounts reconciled. Administrator will be moving the quick books to an online version for better cohesive partnership between accountants and reporting. Motion: Brock 2nd: Jeremy vote: Unanimous.

**Administrator update:** Music in the Park dates for 2022 will be July 4th, August 6th, September 3rd. airport update flights will resume delta : may 6th- Oct 14th and united flights June 4th thru Sept 11th for the summer 2022 season. Mt Travel association committee is made up of aprox 20 members that will be moving forward with funding and goal is to hire lobbyist before Nov 2022 election. Dax will be staying with voices. Governors’ Conference is scheduled for April 17th-19th in billings Montana.

Voices of Tourism request 2022. Discussed. TBID 2022 contribution to voices raise to $2000 vs. previous pledged amounts from the opportunity fund. Motion: Brock 2nd Jeremy Vote: unanimous.

**Marketing Report:** Marketing director gave presentation for the spring campaign updates and follow-up of winter campaigns. Metric for west include YNP park visitation is up 25% over last year and snowmobiles are up 17.8% and snow coaches are up 8% resort taxes up 10.6% over 2020-2021. Social media winter video and spring performances are up and user generated engagements are up. Website and digital include new seasons page on the website and wqeeb user up 284% this month eblast is increasing engagement and overall increase in the analytic reports. top pages include: winter, home, top 6 adventures, lodging activities, flyfishing webcam. Top states include: tx, ga, ca, az, tn, nv, wa. Top countries: US, Canada, Brazil, China, Japan, Germany, Uk. Adventure campaign with chamber and tbid performing well . Winter and all season campaign year round ads are performing at increased rates and overall industry averages. Reunions magazine thru spring will run thru fall. Yellowstone country meeting 4-12-2022 in Bozeman. 4th qtr lodging taxes up 53% statewide. Bozeman airport February numbers are up 19.7% Frontier and Arelo will no linger be flying into Bozeman. Jen Fritz promoted to President of the Wendt Agency!

**Next Meeting- April 21, 2022 1:00 pm: Location TBD**

**Town of WY Update:** J Mathews: WY Airport seeking funding thru grants for wastewater plant and airport projects. Town of wy received flap grant of 50k for the design and cost estimates for town portion rfps will out at end of month. Rfp for healthcare services out to interested parties. Music in the park dates approved for permits 2022 summer season. Chief of police position for town of wy hopefully to be filled June/July 2022. Officer background checks for 2 potential west Yellowstone positions are in process. Town has hired intrinsic planning services and retained planner to focus on West Yellowstone for 1 year. Did committee needs a member for the town of wy advisory board. Current project is to work on sign on hwy 191. Single family units for water/sewer temporarily being assessed for future building in West. Moonrise project still pending with no change. Casting pond project phase 1 will begin this spring.

**Meeting adjourned** : 2:00pm