Meeting minutes

 April Monthly Meeting

West Yellowstone Tourism Business Improvement District

Thursday, April 21, 2022 1:00 pm

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, Jerry Johnson, John Stallings, Brock Kelley, Jeremy Roberson, Alma Clark

**Board Members absent**: Sara maurer, Brock Kelley

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

**Call to Order:** 1:10PM

**Public Comments:** Earth day Call out for April 22 at holiday in and Give Big Gallatin on May 5th at wild west pizza 5-7pm.

**Administrators update:** Rail Trail project awarded and will begin in May phase 1 option 1 which is 3 bridges and pavement to 5.67 miles of reas pass. Phase 2 of wrapping Train Car with wraps to begin summer 2022. Gleniss Indreland to recreate the selfie station at the train car. Atv/hov maps to begin with ad spaces available contact quick print for details. Superhost training to happen the end of may details to come. West gate opening on 15th handed out muffins to first 100 visitors. Update on delta and united flights for summer 2022 season. Employee evaluations for may 2022 meeting. Music in the Park dates and acts are finalized. Banners and signage to follow.

**Meeting minutes approved:** Approval of Minutes March 17, 2022: motion: Jerry j 2nd: john s. Vote: Unanimous.

**Treasurers Report approved:** Administrator gave update on the tbid collections, occupancy reports to board. Financials in packet for review. Checking account balance$167,310.60. all bills paid account reconciled. Administrator converting QuickBooks desktop to a QBO account onboarding process will take 5-10 business days from QuickBooks professionals. Motion: Alma 2nd: John S. Vote: unanimous

**Marketing Report:** marketing director gave update on YNP and town metrics. West Gate snow coach travel is up from last march for visitors while snowmobile is down possibly due to concessionaire strategy for use days and weather options. Resort tax is up 24% this year and 48% over last year. Social media includes new spring and lodging creative. Crowdriff is performing well. Website user are up 62.28 and is increasing. New seasonal ads include social mirroring digital ads that mimick the facebook and insta images to give cohesive message to viewers. Zartico reporting data will continue to improve as visitation increases this summer. Will be able to do custom reports from coc and tbid websites. New print includes out there Colorado as new destination market as well as Bismarck tribune for spring destination. Administrator will share marketing report to all stakeholders with the meeting minutes.

**Next Meeting- May 19, 2022 1:00 pm: upon Board Approval Location TBD** .

**Town of WY Update:**

\*water and sewer projects are underway forecasting to be started in 2023 and completion in 2024. The capacity is almost to a max and will need to discuss alternatives for future capacity.

\*Casting pond to begin in may with completion this summer.

\*Healthcare services meeting will be May 10th 5-8pm at WY Town Hall. Open to the public.

 \*Mammoth room is moving along and quotes will be coming in for project costs.

\*50k flap grant awarded for the planning of YST town portion estimated time to take 18 mos.

 \*Community clean up for last week of may specific date to come.

\*Chief of police search underway. Goal is to have someone in place in June.

\*Public works employee search for summer is underway as well as police officers search underway.

**Meeting Adjourned**: 2:10pm