Meeting Minutes

West Yellowstone Tourist Business Improvement District

Thursday, May 19, 2022 1:00 pm

TBID Conference Room 303 Canyon Suite #E

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

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

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

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

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

**Public Comments:** None

**Meeting Minutes Approved:** Approval of minutes April 21, 2022. Motion: Jerry j. 2nd: Johns S. Vote: Unanimous

**Treasurers Report approved:** administrator gave update on the QBO online quick books transfer process. Will be working with Britney in the Bozeman office of Rudd and co to make sure all information has been accurately transferred. Checking balance is $167, 064.70. bills are paid and account reconciled. Financials passed around for review. Administrator went over the fiscal budget Preview 2022-2023. Final changes to the budget will be approved at the next meeting and submitted to the town for adoption in august.

**Administrator Update:** discussed Summer mtg dates and will resume for June meeting to approve the budget and to discuss annual meeting for august, summer events include music in the park, rod run. The Frontline training will be held on June 1st at the holiday inn 9-11 am and 5-7 pm. United flights will be resuming on June 4th for united flight service into West. Webcam mobile issues are resolved with new ip address and plug in into the TBID website. Next tbid property will be the wagon wheel motel located on gibbon.

**Marketing Campaigns:** marketing director went through marketing presentation for future campaigns and metrics. social media is performing well with lodging posts, crowd riff and Instagram. Html is generating good content with users up 348% and session are up 300$ Eblasts are promoting warm season travel. Website pages that are generating well include: Spring, webcam, lodging, home, meet in west, winter. Top states include: ga,ut,ca,tn,tx,id, mt,ks. Top countries include: us, india, Japan, Serbia, China, Argentina.Amplified is over performing for the budget that was proposed and has included new warm season video and voice over for new creative. Meetings and groups will still have a presence in digital and print advertising for destination meetings. Digital impression are 60,053 and total emails are 20,375. Meet in west in the top 5 pages for web search. Yellowstone country is up 64% in performance for the region and is expected to continue to rise. Administrator will send marketing report with minutes to all stakeholders.

Next Meeting- Thursday, June 16, at 1:00 PM.

**Town Update: Dan Walker:** Sewer moratorium for new sewer connections for 1 year. Will allow septage dumping for the time period. Wastewater treatment plant is finalizing plan and review with deq. Bid for construction in 2022 with forecasted project completion for 2024. Healthcare services will recommend Billing clinic with new risk share agreement and lease to be considered in first week of July. planning board discussed zoning coeds including food trucks, nightly rentals signage and parking will revisit draft in June. Social services has collected cash donations for the food bank and support. Police chief review in process and interviewing process to begin. community clean up will be May 21st 9-12 will have community BBQ to follow.

**Meeting Adjourned:** 2:05pm

**Evaluation Meeting:** Call to order:2:08 pm Board members present: Jeff Schoenhard, Jerry Johnson, , Alma Clark, Sara Maurer, John Stallings.

Administrator and Marketing director evaluations: Motion Jerry J. to change administrator pay type from hourly to salary at 2080/hrs year with 3% wage increase for marketing director and administrator for new fiscal year 2022-2023 with follow up Dec budget meeting with possibility up to 5% increase which would be retroactive to July 1 2022. 2nd: John S. Vote Unanimous.

**Meeting adjourned**: 2:35 pm