**West Yellowstone Tourist Business Improvement District**

**Thursday, July 21, 2022 1:00 pm**

**TBID Conference Room 303 Canyon street suite #C**

**July Monthly Meeting Minutes**

**Board Members Present:** Jeff Schoenhard, Alma Clark, Sara Maurer, Brock Kelley,

**Board Members Absent**: Jeremy Roberson, Jerry Johnson, John Stallings

**Others Present:** Kristy Coffin, Audy Butler, Lisa Johnson, Garrett Ostler

**Call to order:** 1:20 PM

**Public Comments:** discussed rates and occupancy levels for July, August, September, and October period. Board discussed options for filling rooms throughout the end of the season. Discussed other gateway community occupancy rates including Cody WY Jackson Hole WY, and West Yellowstone.

**Administrator Report:** administrator gave updates regarding the Rail Trail project. Bridge installation should be done and a September with some paving completed at that time. Music in the Park Events will take place on rod run weekend August 5th and 6th. We'll have two bands one on Friday one on Saturday. If there is anyone that would like to help with the stage setup and teardown on those nights contact Doug Schmier. Further discussion regarding occupancy and late August Locals Rate Campaign to fill heads in beds for late that summer season.

**Meeting Minutes Approved**. Approval of minutes from June 16, 2022 : Motion: Brock second: Sara M. Vote: Unanimous

**Treasurer’s Report Approved:** Administrator gave update on the checking balance. $179,706.00. all bills paid. Account reconciled. TBID collections included 40 properties for $35,132. 00D late properties payments will be included in the next month reports. Final budget attached as well as occupancy reports for the final fiscal year 2021 dash 2022. Administrator will work with Rudd and company to file the 990 for end of fiscal year. Motion: Brock K. 2nd: Sara M. Vote: Unanimous

**Marketing**: marketing director gave update on campaigns or spring marketing. Bowstern crisis communication and what to do in West handout receptive during the flood crisis. Social marketing campaigns including events, lodging are creating short booking windows. Instagram and Facebook engagement or performing well. Digital campaigns include eblast with user and sessions up. Beat the heat campaign will launch end of July. Amplified campaign for the 2122 fiscal year has performed well with 4.5 million impressions joint campaign with Chamber of Commerce performing above the industry average we'll be working with went to do our locals rate fill our rooms in August best rate for the TBID properties. Zartico reporting shared with interesting statistics visitor to resident ratio. Drive market information shows that market share is directly competitive to Fremont County. Which includes Island Park Rexburg.

**Town of WY Update: Dan Walker:**

Police Chief Hire. I am pleased to announce that the Town has made a conditional offer to Mike Gavagan as our next Chief of Police. Mike applied and was interviewed after we were unsuccessful with our initial search process. Mike started his law enforcement career with the Town of West Yellowstone in 2010 and has been with Gallatin County as a Deputy for the past 9 years. Mike also has an extensive background in private sector leadership from his previous career. Mike brings a lot of positive attributes to the position and will be a great fit for the Town and Department.

We have begun the process for physical and psychological exam, background check performed by Gallatin County, and an employment agreement. Mike anticipates starting in early September. Congratulations Mike!

Lanie Gospodarek Resignation. Lanie is resigning from the Town after a 20 year career. Lanie has taken a position with the City of Whitefish. Her last day with the town will be August 16. We are thankful for all her years with the Town and the Community and we wish her all the best in her next chapter!

Judge Contract. I will be meeting with Judge Jent in the next week or so to discuss his future plans as Town Judge. We will bring forth an agenda item at the next Town Council meeting regarding next steps.

Billings Clinic Service Agreement/Lease. The Town Council approved the service agreement and lease with Billings Clinic on 7/19. Billings Clinic will begin medical services in January 2023. Zoning Code Update. Fall Creek Planning and Intrinsik met with the Planning Board on 7/15 to update on the zoning code process. Marty indicated that they are slightly behind schedule at this point. They will be providing a draft to the Planning Board to review in August.

Monthly Forsgren Meeting. We had our monthly staff meeting with Forsgren Engineering on 7/12. Dave updated us on the status of the following projects/issues: Equipment selection package for the WWTP, airport lagoon lease, casting pond, Mammoth Room, Septage permit, and SFE calculator.

**Next meeting – Thursday, August 18 th at 1PM (TBID Annual meeting to follow:)**

**Meeting Adjournment**: 2:00 PM