***Meeting Minutes***

***West Yellowstone***

***Tourist Business Improvement District***

Thursday, August 18, 2022 1:00 pm

TBID Conference Room 303 Canyon street suite #C

**August Monthly Meeting and Annual Meeting**

Join Zoom Meeting: <https://us02web.zoom.us/j/2543478824>

Meeting ID: 254 347 8824

**Board Members Present**: Jeff Schoenhard, Alma Clark ( in at 2:10pm), John Stallings, Brock Kelley, Jeremy Roberson

**Board Members absent**: Jerry Johnson, Sara Maurer

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

**Call to order**:1:10pm

**Public Comments:** Jeremy Roberson: POW Ride will arrive in town on Saturday annual 287 pow hwy ride. discussed having another music in the park date in August for the afternoon on the ride.

**administrator report:** administrator gave the update on the phase 2 of the centennial car update clean slate will hopefully be able to install and get a portion of the wraps finished before the end of summer. Update on warm season events include the final music in the park on September 3rd golf tournaments for wysef and happening sept 17th.

**Meeting minutes approved:** Approval of minutes from July 21, 2022. Motion: Brock K. 2nd: Jeremy R. Vote: unanimous.

Treasurer’s Report approved: administrator gave update on the TBID Collections for the latest months. Currently are down aprox 30% from 2019. Will continue to monitor the budget on a monthly basis and report to the board. occupancy reports show that the occupancy for warms season echos the tbid collections and resort tax figures. 2021-2022 fiscal year 990 filing process has begun checking balance $174,097.39 account reconciled and all bills paid. Motion to approve the treasurers report: Brock K. 2nd: John S. Vote: Unanimous.

**Board Member Appointments**: Brock K will be stepping down as the 100+ room representative due to change of ownership of the Days Inn. Administrator will discuss options for submittals to town and application process. Will report findings to the board.

Marketing director gave an update on the ynp metrics. Ynp down 44.8% in visitation due to the extreme flooding and mass cancellations. July resort taxes will reflect the same percentages. Social media campaigns include the locals rate and beat the heat which drove visitation from dallas, phoenix, vegas, and Utah. Website and digital include e-blast with 2 extra eblasts push for more visitation in west for the month of August, September, August. Facebook and Instagram are performing well and continue to increase in usage and ctr. Top pages include: Home, lodging, family adventure blog, web cam, atv utv, fly fishing. Top states include: va, ca, az, co, mt, il, ut, ny, tx, wa. Top countries include: us, china, uk, Germany, Canada, spain, india, France, Philippines and Netherlands.

Amplified media has continued to produce metrics and visitation with media and digital campaigns. Currently are vetting influencers to come this winter season. Fall push campaigns are launching and according to Xanterra lodging reporting and tbid properties there is an increase in lodging in the forecast. Zartico reporting will continue for the fiscal year 2022-2023 with a continued buy from tbid and coc to correlated data and to continue with the data. National parks in the west are showing large shortages in visitation. Yellowstone -44.80% Grand Teton -34.40% Glacier -9.90% Grand Canyon -34.40% Bryce 12.10% Canyonlands -16.20% Arches -25% Capital Reef -28.80% Zion -5.70% Mesa Verde -18.50% great smoky mtn -10.70% Yosemite -9.80% Wind Cave -21.60% MT. Rushmore 4% Parks down year over year 2021vs.2022.Town of WY Update: Bozeman stats show a decrease of 7.6% at the area airport and 12% national decrease due to passenger load and pilot shortages.

**Town update:** Kristy Coffin: town employment opportunities include: Financial Clerk, Dispatch 911, City Judge and public work employees. Airport project still underway. 80 acres planning to continue with zoning and updates work session next week.

**Next meeting – Thursday, September 15th at 1PM (TBID Annual meeting to follow:)**

**Meeting Adjourned**: 2:10 PM

**Annual Meeting:** 2:10PM Discussed annual meeting and marketing report as a year in review. Board looked over the printed copies and discussed final details. Administrator will send the final report next week.

**Meeting Adjourned:**2:20pm