Meeting Minutes

West Yellowstone Tourist Business Improvement District

Thursday, June 16, 2022 1:00 pm

TBID Conference Room 303 Canyon Suite #E

June Monthly Meeting

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, Brock Kelley, John Stallings

**Board members absent**: alma clark, Sara Maurer, Jeremy Roberson

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

**Call to Order**: 1:15 pm

**Public Comments:** None

**Administrator Update:** administrator gave update on the rail trail and production of current conditions on rail trail. South fork bridge done and selfie station on the train car artwork to be completed and put up this summer season. Webcam was having some issues but are now resolved. The IP address was not corresponding with the website on the back end. Went help to get that all taken care of as well as home view technologies. Summer events include 4th of July activities music in the park all dates are set looking for one room on July 3rd for Don Perry. Should have a good turn out with weather permitting. Rod run scheduled for August 5th and 6th with bands Friday and Saturday evening.

**Meeting minutes approved:** Approval of minutes from last meeting (May 20, 2021) Motion: Jerry J. 2nd: Brock K. Vote: Unanimous Discussion/ Action

**Treasurers Report approved:** administrator gave update on financials and statement of activity. All bills reconciled and account balanced. Checking account balance $162,547.59. Financials passed around for review. Preview of the 2020 to 2023 fiscal budget for upcoming season was previewed and discussed. Administrator will have the final budget via e-mail to the board of directors for approval prior to submitting to the town of West Yellowstone for adoption. Motion: Brock K. 2nd: Jerry J. Vote: Unanimous.

**Marketing Campaigns:** marketing director gave an update on the Yellowstone National Park metrics numbers and stats have not come in but will update and send as they do come in. Due to water and Yellowstone National Park closures from hazardous weather the media for national news has given negative broadcasts regarding the entrances and temporary closures to Yellowstone National Park. Administrator and marketing director will be working with wendt on a crisis communication strategy to combat negative exposure on social media and marketing feeds. Extra money has been awarded to the Chamber of Commerce and will also be utilized for TBID portion of the crisis communication. total amount due at this time is unknown. Positive communication efforts will be a priority moving forward. Strategizing Drive market and nationwide positive branding for Yellowstone and the rest of the summer/ warm season. Website analytics are performing well. website top pages include home lodging webcam top nine things to do in West Allis town fishing. Top states include California Texas Georgia Utah Kansas Florida Tennessee Montana Idaho. Top countries include United States India Canada Serbia Germany China and UK. Adventure campaign is performing well and has outperformed previous expectations. Out there Colorado print and digital performing well. Slides for Zartico data from May 2022 will update as the summer season progresses. At this time visitor to resident ratio is 2.65 will continue to have monthly calls with zartico to ensure accurate data points and data collection. Administrator will send marketing report out with the meeting minutes.

**1:30 PM community call** :Superintendent for Yellowstone National Park Cam sholly. Discussed options for the alternative license plate system to be in effect. Odd days will have odd license plate numbers even days will have even number license plates. Will have a trial time. To see if the system will work. We'll have reader radio boards on the entrances of 191 and Hwy 24 visitor convenience. Opened up the discussion for question and answers session from the West Yellowstone community. As the system progresses possible changes could occur in the future to accommodate Seaways and visitors depending on visitor statistic numbers and infrastructure rebuild.

**Upcoming Meetings- Thursday, July 21, 2022 at 1:00 PM. (TBD)**

Thursday, August 18, 2022 at 1:00 PM. (TBD)

**WY Town Update:** Chief of police selections to be made in the future. Meet and greet to be held June 16th. Looking for positions in the public work depts and police dept. casting pond project beginning and projected completion for summer 2022.

**Meeting Adjourned**: 2:54 PM