***Meeting minutes***

***West Yellowstone***

***Tourist Business Improvement District***

Thursday, January 23, 2025 1:00 pm

**January Monthly Meeting**

Join Zoom Meeting  
<https://us02web.zoom.us/j/2543478824>  
Meeting ID: 254 347 8824

Board Members Present: Jeff Schoenhard, Alma Clark, Jerry Johnson, John Stallings, Sara Maurer, Lisa Johnson, Jeremy Roberson

Call to Order:1:10 pm

Public Comments: Polaris media photo shoot in town and underway for the remainder of the week. looking for talent to help with the shoot. Senate bill 90 was voted down last Monday which is great for tourism industry. Discussed wild west event and rendezvous races that are in march and will be a good boost for west yellowstone economy.

Administrator update: Winter Events overview of KNS map fund award February1and march 1 dates for 2025 season, Snow-shoot Feb 24th-mar 1st, octance addictions and wild west event underway for march. Voices of Tourism/Mt Legislation, Membership update and will add to the agenda for march meeting. Update on local Housing Meetings for assessment purposes: Jan 28th, February 11th, Spring Meeting TBD,MIP 2025 Rooms.

Meeting minutes approved: Approval of Minutes from December 7, 2024: motion: sara m. 2nd:Jeremy Vote: unanimous

Treasurer’s Report approved: admin discussed overview of changes for upcoming fiscal year. Tbid collections year to date with current Budget vs. Actual expenses. Discussed renewal of$60,000 CD in February. Checking account balance is $79,255.24 all bills are paid and account reconciled. 990 filing will be done with Rudd and co this year. Occupancy Reports attached for board approval. Motion to approve: John S. 2nd: Sara M. Vote: Unanimous.

Town of WY Ordinance 276/Overlay: Discussed with board the verbiage that is currently in the overlay in the current ordinance 276 concerning zoning. Board discussed if TBID is in favor or not of current verbiage concerning b-4 and b-3 areas. Jerry j.Motion to draft a letter of concern regarding overlay to bring back at the March meeting for approval to send to Town Council. 2nd: John S. Vote: Unanimous

Marketing: marketing director audy butler gave updates on the winter Campaigns and updates regarding the marketing that is launching thru march. Statistics and metrics include: December 2024 Results YNP: Overall recreational visitation of 30,410 guests to Yellowstone National Park in December

of 2024 was down 12.52% compared to 2023 (34,764).

2024 recreational visitors by entrance (vs 2023)

• West entrance: Down 11.47% (6,023 vs 6,803)

• North entrance –Down 14.53% (21,661 vs 25,344)

• Northeast entrance- closed

• South entrance-Up 10% (2,516 vs 2,287)

• East entrance-Down 36.36% (210 vs 330)

West Statistics:

Snowmobiles: Down 66.2% (612 vs 1,810)

Snow coaches: Up 17.26% (428 vs 365)

Media and social campaigns include: Regional Drive Markets: MT, ID, WY, MN, WI, ND (excluding Gallatin &Park counties)Flight Markets: SLC, San Fran, San Diego, ATL, Austin, Dallas, Denver, Phoenix, LA, Boise-specific campaign as well, building on new direct flights from Boise for winter season. Markets: Nashville, LA, Seattle December through February Inspirational/planning platforms. Second e-blast in November targeting direct flight markets (New York, Chicago, Dallas, Atlanta, LA) Nashville is large out of market airport marketing for west includes concourse ads and billboards in Nashville areas. Winter influencer  Stephanie McNulty, Jan 17-21, Thank you Kelly Inn! Content currently in process

One more winter, one warm season still to come. Admin will send report to all stakeholders with meeting minutes.

Next meeting – Thursday, March 13 th, 2025 at 1PM (Upon Board Approval)

Town OF WY Update: Dan Walker: January

Happy New Year! I hope everyone has a Happy New Year! It was a rough end to a very good year. I am proud of what we have been able to accomplish the past 12 months, and looking forward to a great 2025.

Thank you. I would again like to thank everyone who was involved with caring for Ashlee’s family and putting together the beautiful memorial for her last week. I was amazed how quickly and professionally everything came together. I would like to say thank you to all the partner agencies in the basin and across Montana/Idaho for their love and support. It took multiple agencies and personnel to pull things together for the service. There were many other individuals and organizations that also assisted in the efforts that I am sure to forget to mention, but specifically I want to thank those who were most closely involved over the past 2 weeks: Thank you-Thank you to the Community of West Yellowstone for rallying behind our small department and showing the best side of who we are. This was a very difficult time, and your support and compassion was greatly appreciated.

Thank you, Street Department. Thank you to the Public Works Crew, they weathered the first big snow of the season and things are looking good around Town.

Water Rights. We had a meeting this morning 1/7 with TD&H and a water rights attorney to get background information and discuss the process for moving forward with water rights and a new well. The Attorney reiterated the point that this is an iterative process that evolves over time as more pieces of the puzzle are revealed. Kyle and Deb will try to put together a rough timeline to distribute.

Co-op Housing Webinar. I attended a webinar on 1/7 to learn more about Co-op Housing from the Montana Cooperative Development Center. They gave some background on what coops are and how they can work, resources to establish a coop, and what support MCDC can provide. The webinar was well attended. There are many successful models to pull from, and I think this would be a great opportunity for affordable housing in West.

Town of West Yellowstone WWTP Sampling, Analysis, and Reporting Operation Manual. The report was submitted by Forsgren on 12/23 prior to the DEQ deadline.

Offer of Employment- Patrol Officer. We made an offer of employment to a new patrol officer on 1/7.

Upcoming Schedule.

1/21- Town Council Priorities and goals for 2025 (work session)

2/4- Department Head Reports (work session) Adopt Town Council Priorities 2025

2/18- WWTP Update, Forsgren (work session) Town Manager Evaluation

Meeting adjourned at 3:10pm