

Gardiner Chamber of Commerce

216 Park Street
PO Box 81
Gardiner MT 59030-0081

Phone: 406.848.7971
E-mail: executivedirector@gardinerchamber.com



The Gardiner Chamber of Commerce serves our community through developing local tourism while endorsing stewardship of the Yellowstone Ecosystem.

DATE: May 16, 2024
LOCATION: Gardiner Chamber of Commerce, GARDINER, MT & Virtual via Zoom
PURPOSE: May Board Meeting 2024
PRESENT: Amanda Hagerty, Karrie Kahle, Maria Sascha Kahn, Debbie Mackey, Sarah Ondrus, Mike Skelton, Trina Smith.
Zoom: Maria Sascha Kahn, Karrie Kahle
Guests: Sabina Strauss (Zoom)

1. CALL TO ORDER
2. APPROVAL/Corrections OF PRIOR MONTH'S MINUTES
 - **Motion:** To approve the minutes of April 2024. Motion by Amanda Hagerty, Seconded by: Trina Smith. Motion carried.
3. Announcement: Trina Smith is retiring from the board. She will be relocating to Alaska. This is her last meeting.
4. Previous Board Action: Gardiner CVB Budget Increase for FY2024 was approved via email.
5. Committee Updates
 - a. Mike Thom/Tim Schumacher – USFS District for Custer Gallatin National Forest. Not present.
 - b. Mary Wilson for YNP update presented by Maria Koppelberger.
 - i. What is the status of new bridge over Gardner River at Rescue Creek? Planning & discussion with Federal Highways, concerning site design is ongoing. March 6 meeting discussed FHwy/Western Lands involvement, timeline, sitework, compliance needs. The bridge is in design and YNP is working towards installation. Should see some work starting this year, but the completion date is unknown.
 - ii. The fence around Arch Park will be repaired. YNP is waiting for a final settlement so repair pieces can be purchased, and repairs can occur.
 - iii. Black lamp posts were removed from Park Street/89 during the fire. The North District Facilities Lead will come have a look. Depending on their locations, he can determine how to move forward.

- iv. Beaver Ponds trail bridge material is being fabricated, and site work prep of abutment sites is underway. Lava Creek bridge site visit and design brainstorming session is planned. Interior trail crews are working to gain access to their caches and then will begin planning on prioritizing trail repair efforts.
- v. Mammoth Campground opening Memorial Day (hopefully); Tower Campground not this year, (TBD); Norris Campground not this year (TBD).

c. Terese Petcoff – Director’s Report

i. Gardiner Destination Marketing Organization information:

Allowable Method	Amount Budgeted	% Budgeted	Increase	Updated Budget	% Budgeted
Administration	\$12,431.00	16.06%	\$2,500.00	\$14,931.00	16.61%
Agency Services	\$800.00	1.03%	\$0.00	\$800.00	0.89%
Cooperative Marketing	\$1,250.00	1.62%	\$0.00	\$1,250.00	1.39%
Earned Media/Tourism Sales	\$2,160.00	2.79%	\$0.00	\$2,160.00	2.40%
Education/Outreach	\$1,800.00	2.33%	\$0.00	\$1,800.00	2.00%
Joint Venture	\$7,500.00	9.69%	\$0.00	\$7,500.00	8.34%
Marketing Resources	\$1,490.00	1.93%	\$500.00	\$1,990.00	2.21%
Opportunity Marketing	\$50.00	0.06%	\$0.00	\$50.00	0.06%
Paid Media	\$19,100.00	24.68%	\$1,500.00	\$20,600.00	22.92%
Product Development	\$10,000.00	12.92%	\$5,000.00	\$15,000.00	16.69%
Visitor Services	\$15,500.00	20.03%	\$3,000.00	\$18,500.00	20.58%
Website Development (Online, Website, Mobile)	\$5,300.00	6.85%	\$0.00	\$5,300.00	5.90%
TOTAL BUDGET	\$77,381.00	100.00%	\$12,500.00	\$89,881.00	100.00%

- ii. **Motion:** Approve Use Plan for Conference Room Rental was made by Debbie Mackey and seconded by Sarah Ondrus. Motion carried. Specifics were sent via email to board members prior to the meeting.
- iii. Upcoming Events/General Information:
 - There are currently two open seats for Chamber Board of Directors we are looking to fill ASAP. Contact us at 406.848.7971 or at executivedirector@gardinerchamber.com.
 - MSU Extension – Park County is hosting a county official candidate forum at the Community Center in Gardiner on Thursday, May 16 from 6:00-7:30 pm.
 - Walking Map spots: 7 spots remain available.
 - Horse Drive on Saturday, May 25, 2024.
 - Fairy Tea for the Arts, an event hosted by Yellowstone International Arts Festival, is at Sage Lodge. May 19th – tickets available online.
 - Gardiner Rodeo is Father’s Day Weekend –(June 14 & 15).
 - Jim Kemp card for members to sign.
- iv. CVB update
- v. Lodging Tax Collections:

- Gardiner is up 14% compared to same time last year (i.e., 2023)
 - Up 0.9% compared to 2020.
 - Up 38.6% compared to 2021.
 - Up 112.2% compared to 2019, but more lodging has been added since this year.
- d. Maria Koppelberger – Operations Manager Report
- i. Three summer staff members have been invited back: Shelby and Trudi for weekdays and Kim on Sundays. They are all returning, no new applicants this year. We were able to increase their wages to \$15/hour.
 - ii. New Visitor Guides are being distributed around town. I have also been including laminated signs for visitor information.

Properties and Facilities:

- i. Montana Department of Transportation is looking into road sweeping following the horse drive. They are checking on their annual sweeping schedule to inform Gardiner of pending dates.
- ii. Landscaping – The Grasshoppers do landscaping in the summer and they will stop by next week after school to take a look at the parking lot. They are a small operation and do mostly mowing, weed whacking and similar tasks. Any requests on tasks for these mighty hands, aside from trim grass, sweep lot etc.?

6. Old Business:

- a. New signage for chamber building. Terese will be meeting with contractors next week.

7. New Business:

- a. July meeting will be skipped.
- b. Economic trends were discussed. Appears to be a drop in activities for the start of the season with more last-minute bookings, fewer family groups, increased inflation, and increased ticket prices for airline travel may all be contributing to the decrease. Fran will call around, anomalously, to query hotels on bookings compared to last year.
- c. Gutters for the Chamber for Laubach
- d. Bryan Wells, Park County Commissioner, provided information to the board and is aware of the street conditions (e.g., Spring Street and Water Street). There have been budget cuts for the county, but in general residential property taxes increased and commercial taxes decreased.

8. Public Comments

- a. Erica Strickland, Park County Finance Director, provided information on Gardiner Lighting District.
- b. Erica Strickland is a candidate for Park County Commissioner (District 3)
- c. Sabina Strauss is a candidate for Park County Commissioner (District 2)

9. **Motion** to adjourn by Trina Smith, seconded by Sarah Ondrus. Motion carried.

Next Meeting: June 20, 2024 at 12:00pm