

Gardiner Chamber of Commerce

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

Meeting date: **Thursday June 17, 2021, from 12:00 PM to 1:00 PM**

Location: Gardiner Chamber of Commerce 216 Park St. Gardiner, MT & Virtual via Zoom

Purpose: Regularly Scheduled Monthly Board of Directors Meeting

Agenda:

1. Chamber Business

1.1. Roll Call & Introductions

Present: Kelly Burns, Amanda Hagerty, Debbie Mackey, Alex Roberts, Mike Skelton, Sabina Strauss, Sarah Ondrus

Absent: Chelsea Deweese

1.2 Approval of May Board Meeting Minutes

Hagerty made a motion to approve the May Board Meeting Minutes. Roberts seconded. Minutes approved without discussion.

1.3 Previous Action taken by the Board- Rodeo Grounds Fireworks Lease Discussion

Skelton and Petcoff refreshed the Board on the updated contract Casey Hubbard signed last November. Petcoff will send the updated contract to the Board following the meeting. Lighting off fireworks at the rodeo grounds will continue to be prohibited this is to respect neighboring properties and due to hazardous fire conditions. ~~Discussion followed on when and why this restriction was implemented.~~

Committee Updates

2.1 Mike Thom – USFS

Campgrounds in the district are consistently full. The messaging continues to be needed regarding how to properly disperse camp, especially for roadside camping. The development of signs is a continued project.

The fire behavior observed by the fires near Red Lodge have prompted discussions of implementing fire restrictions in the Custer Gallatin district. Thom explained the process needed to place restrictions and that the community appears to be in strong support of them. Park County is also on the same page with implementing comparable restrictions of their own.

2.2 Terese Petcoff – Executive Director's Report

The Chamber has gained members this month: the Old Saloon and Yellowstone Carriage Company.

The Gardiner Rodeo is this weekend with the Parade starting at 11am on Saturday, line up happening at 10am at the school.

The Chamber is a site for raffle tickets with proceeds benefitting a scholarship for a graduating Park County senior female. All proceeds go to the scholarship and Gardiner has historically done very well in receiving it. The winner of the raffle receives a \$750 gift certificate towards custom boots from Wilson's Boot Company out of Livingston. Participants don't have to be present to win and the winner will be drawn at the Livingston Rodeo.

Bathroom Advertising is still available for interested Chamber Members.

CVB

This past Monday and Tuesday was the annual TAC Meeting to approve Marketing Plans for FY22. The Gardiner Chamber's plan was approved.

Petcoff spoke on highlights from the annual meeting including: a common theme of shifting from destination marketing to destination management; BZN International Airport being the fastest growing airport in the country; and Glacier Country experiencing similar problems as our area: staffing shortages & rental car shortages. Lastly, she informed the Board that the State of Montana will be going through a rebranding process.

Petcoff stated that the Recreate Responsibly tool kit had been released. She has begun working on creative and staff will begin distributing printed materials: stickers, flyers, table tents, etc. as projects are completed.

2.3 Sara Fleming – Office Manager's Report

Fleming began her report with comparing the following visitation statistics from June of 2019 to June of 2021.

Memorial Day 2019: 142

Memorial Day 2021: 573

June 1 – 14, 2019: 2,235

June 1 -- 14, 2021: 5,933

165% Increase

The Chamber has three VIS persons: Joyce, Fran, and Rand. All employees have been great and valued team members. Due to the 165% increase, the Saturday shifts are unsustainable for one person to manage. Petcoff and Fleming will continue to attempt to problem solve this issue. For now, the Visitor Center will be staffed Monday through Friday, from 9am to 6pm. As a result of not having staffing coverage, we need a commercial cleaner to clean on the weekends.

Travel guides have been widely distributed within in the community and region, and businesses are being intentional with stopping by to pick guides and maps. We see this engagement as a good metric of success for the Travel Guide.

Printed materials are facing a shortage industry wide, resulting in limited content on the VIC racks for visitors.

Outstanding Business

3.1 Policy & Procedures Manual and Employee Handbook Discussion

Because of ongoing updates to the Policy & Procedures manual, Skelton recommended that Board discussion should be tabled until a following meeting. Roberts made the motion to table discussion and Ondrus seconded. Motion passed without discussion.

3.2 Committee Discussion

The following discussion took place regarding committees in the Policy & Procedures Manual. It must be noted that votes have not yet been cast for a revised Policy & Procedures Manual, therefore the current committees listed in the manual are still in place.

Strauss spoke to the elimination of certain committees (Membership Committee, Nominating Committee, Properties & Facilities Committee, & Yellowstone Country Committee) Skelton explained that committees have not been yet eliminated but such changes may be pending, the reasoning behind possibly eliminating these committees is due to the inactivity of most of these committees except for the Executive and CVB Committees. Many committees have become obsolete due to current staff absorbing the roles of these committees into their roles. It is, in Skelton's opinion, that issues such as Rodeo Grounds use, and properties and facilities are best handled by the staff of the Chamber. These proposed changes will be sent to the Board for discussion and recommendations in the final proposal of the Policy & Procedures Manual. Strauss stated that she would like the minutes detailed of the reasoning behind the dissolution of these committees. Petcoff will detail the minutes on this subject when a vote occurs for the Policy & Procedures Manual.

3.3 Staff Overtime Discussion

Skelton opened the discussion regarding Fleming's hourly wage that qualifies her to be paid on a salary status. He explained the details of how she qualifies for this change. This would mean eliminating the possibility for overtime and having her placed instead into a full-time flex schedule. Following questions and discussion the Board agreed to having Fleming transition from being an hourly wage employee to being a salary employee.

3.4 Discussion and vote of canceling July Board Meeting

Skelton asked the Board if there was agreement to cancel the July meeting due to busy summer schedules, to which the Board was in consensus. Roberts made a motion to cancel the meeting and Burns seconded the motion. Motion passed without discussion.

Public Comment

4.1 Street Maintenance

Roberts asked for feedback regarding the appropriate contact for the maintenance of Stone Street. The street is in poor condition for which citizens have come up with their own devices to take care of the issues. It was recommended to reach out Matt Whiteman regarding the issue.

Meeting Adjourned.

Date of Next Meeting: August 19, 2021, 12:00pm – 1:00pm