

# Gardiner Chamber of Commerce

Meeting date: **Wednesday, October 17, 2012**    **Started: 12:05 PM**    **Ended: 1:32 PM**

Location: Community Center Board Room

Purpose/Notes: Regular scheduled meeting

Chaired by: Daniel Bierschwale

Minutes rec. by: Gardiner Chamber

## Attendance:

**Present:** Daniel Bierschwale, Gardiner Chamber, Scott Demaree, Feathers in Flight, Anna Holloway, Cheryl Hoppe, Livingston Job Service, Jean Modesette, North Entrance Washtub, Barbara Shesky, Sabina Strauss, Ker'en Walters

**Regrets:**

**Absent:** Above the Rest Lodge, Absaroka Knoll Construction, Absaroka Lodge, Adventure Yellowstone Inc, B Bar Ranch, Bear Lair Lodge, Bill Berg, Best Western By Mammoth Hot Springs, Big Wild Adventures, Cabin By The River, CCC Salon, Child Care Connections, Clear Lines Writing Consulting, Comfort Inn- Yellowstone North, Crevice Mountain Lodge, Chuck Curtis, Diamond Bar Heart Guest Ranch, Diamond Heart Guest Ranch, E.L.K., Inc, Elk River Art Gallery and Studio, Elk River Lodge, Entre Nous, ERA Landmark Western Land, Family Massage Care, Flying Pig Camp Store and Rafting, Gardiner Laundry, Gardiner Pharmacy/Yellowstone Perk, Gardiner Therapeutic, Gateway Hose Company, Gold Strike Gifts, Graybeal's All Service, Greater Gardiner Community Council, Headwaters of the Yellowstone B&B, Hell's A Roarin' Outfitters, Hillcrest Cottages, Home On The Range, Howlin' Hounds Cafe, Johnstad's B&B and Log Cabin, Kellem's Montana Saddlery, Gina Knight, Kremer's Cenex, Little People's Learning Center, Chris Lyness, MacNeil Lyons, Medcor Inc at Yellowstone, Montana Buffalo Company, Montana Whitewater Rafting&Zipline, Mountain Mobile Auto Glass, North Entrance Shopping - Food Farm, North Entrance Vacation Rental, NorthWestern Energy, Outwest T's, Paradise Adventure Company, Paradise Gateway B&B & Vacation , Richard Parks, Photos by Sandi, Riverside Cottages, Rocky Mountain RV Park&Lodging LLC, Smith Family Ranch, Stafford Animal Shelter, Stonegate Chiropractics, Story Distributing, Brian Suderman, The Lighthouse, The Silvertip, The Town Cafe, The Wildside Tours and Treks, Upper Yellowstone Roundup Assoc., Wild West Rafting, Wild West Vacations and Travel, Wilderness Connection, Wolf Ridge Lamb & Wool Company, Xanterra, Yellowstone Association, Yellowstone Country, Yellowstone Federal Credit Union, Yellowstone Gallery & Frameworks, Yellowstone Gateway Inn, Yellowstone General Stores, Yellowstone Mine, Yellowstone Park Riverfront Cabins, Yellowstone Park Travel Lodge, Yellowstone Raft Company, Yellowstone River Motel, Yellowstone Suites B&B, Yellowstone Super 8 Motel, Yellowstone Village Inn, Yellowstone Wilderness Outfitters, Yellowstone Yoga

**Late:**

## Guests:

(none)

## Meeting Documents:

(no documents)

## Meeting Minutes:

### 1. Chamber Business

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#### 1.1. Roll Call & Introductions

Gardiner Chamber

Daniel Bierschwale

Chuck Curtis

Anna Holloway

Gina Knight

Scott Demaree

Sabina Strauss

Cheryl Hoppe

MacNeil Lyons  
Jean Modesette

**Minutes:**

Chuck Curtis, Gina Knight, Macneil Lyons excused Scott Demaree -late All others present. Quorum present.

**Status:** Completed

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**1.2. Treasurer's Report**

Ker'en Walters

**Minutes:**

Bank Accounts are on track. We have more money in the bank at this time than we did last year at this time. Website stats are down. We don't know why. We are first up on the page when you plug in the words Gardiner Montana. Jean will look into contacting Toasty Designs to see if he can help us figure out if it is a reporting issue or if we are doing something wrong.

**Status:** Completed

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**1.3. Secretary's Report**

Barbara Shesky

**Minutes:**

The month of September held steady, we had 789 walk-ins compared to 473 last year. I could do a better job of getting sign-ins as I ended up with more people in the office as compared to last year but fewer signatures. We also recieved far more emails than 2011 we had 445 this year as compared to 118 recorded last year for September.

The Newsletter report for income is incorrect on some of the handouts we caught it after printing, a deposit was missed. The actual amount brought in fro the month of September was \$1392.35. This is an increase over last year.

Park Visitation down again Parkwide and for our entrance as well.

**Status:** Completed

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**2. Old business**

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**2.1. Meeting Minutes**

Daniel Bierschwale

September 19th, 2012

**Minutes:**

All in favor motion to approve passed.

**Resolution #:** 101712-01

**Moved by:** Jean Modesette

**Seconded by:** Sabina Strauss

**Status:** Parked

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**2.2. Leland MacMillan Rodeo Proposal Decision**

Scott Demaree

**Minutes:**

Leland MacMillan rodeo proposal

Scott Demaree-- A lot of negative feedback. It has been difficult for he and Anna to get a hold of people they wanted to talk to about their experiences with the MacMillan Rodeo. A letter was submitted from member Hell's A'Roarin, who do not feel that he is someone with whom we want to enter a business agreement.

Scott is asking Board approval to go talk to Yellowstone Village Inn to see what their concerns are about the rodeo; they seem upset.

Daniel Bierschwale: It is in the prevue of their research it would be a good idea to talk to them. Shawnee and the Rodeo club seem concerned. Leland says there is a rodeo in West but Shawnee was told that they lost their contract. People could be gone or concerned about saying anything to us.

Anna Holloway: she has heard some good stuff and some negative.

Cheryl Hoppe: had a conversation with Amy and Amy has concerns too.

Scott Demaree: the concerns are valid.

Ker'en Walters- we could check the Montana tourism site to see if a rodeo is listed.

Cheryl Hoppe: we would rather have nothing than a badly run event.

Ker'en Walters:—maybe someone should ask law enforcement about it.

We will wait while Scott and Anna continue investigating and trying to garner accurate/unbiased information for further updates before making a decision.

**Status:** Completed

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### 3. New business

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#### 3.1. Revised Articles of Incorporation

Ker'en Walters

**Minutes:**

Ker'en Walters— We have gone ahead and done a complete rewrite of the articles. They hadn't been updated in decades. A lot of it didn't make a lot of sense- so we hired an attorney.

(Hardcopy of the Articles on the table for anyone to view)

If everything is ok, then if we can vote on it .

A vote on the modification of articlesof incorporation include the board and the membership in attendance.

Do we have a motion to approve the amended Articles of Incorporation for the Chamber?

Anna Holloway first, Sabina Strauss second, including members in attendance- as well as a write in vote in favor of the revisions from Gina Knioght, who was unable to attend-all in favor- motion passes.

**Resolution #:** 101712-02

**Moved by:** Anna Holloway

**Seconded by:** Sabina Strauss

**Status:** Carried

**Vote:**

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#### 3.2. MACE update

Ker'en Walters

MACE Conference in Big Sky Oct 4 & 5 - update

**Minutes:**

The conference is a really good tool for networking with other chambers

Most of the time it doesn't apply because we are small but this time the speaker on digital marketing was really interesting. We got compliments on our website from the speaker, Jeff Kline, founder-Accrinet Corporation.

We should update it yearly and we should be driving/steering everyone to our website. The fact that you can view our site as a mobile website is good. Content is the key, having more landing pages, meaning pages with text written. Hoping that maybe we can do a couple of upgrades.

Also, Putting the event page in the home page and videos on the website are the thing now.

Danny Bierschwale; The state has shot a lot of areal views of the area and they are offering the footage. We should also look at hooking up to Utube. There are some great rafting videos from member rafting companies.

Jean Modesette: Maybe, an MSU class would want to do one for us to practice.

Anna Holloway: Will Fiehoffer - he just graduated from film school and he might do it cheap.

Ker'en Walter: We learned that we should excite, educate and engage our visitors. Use our own banner spaces to promote, complete the about us page and add member links to our articles and bylaws.

The speaker Jeff Kline had thrown this out to us at the confernece "What Would Steve Jobs Do?" Meaning- Think outside the box. We should also look at Facebook links at the top of the page.

Also from the MACE conference;

Membership – survey members often, we have tried this through survey monkey and mailers, it hasn't worked very well but we will pursue this and also start doing a tally of the referrals that we give out to tourist or referral cards for the guest to give to member business.

Scott Demaree: Membership drive? He was wondering if it would be an advantage to drive, literally, to places and invite them to join and give them maps; He doesn't feel that we are getting enough exposure.

We need to pursue getting rack cards and we have been moved up from 50th to 12 to get in the airport. We are looking at getting some type of rack card thing with the membership committee.

In reference to Scott Demaree's question- Ker'en Walters -We do send out emails to folks but haven't gotten into the car and started driving around. (Time constraints because the Chamber can only employ partime).

Some other ideas gained at the MACE conference;

Chamber showcase articles featuring one of the members. They write it and we publish it for free. We are thinking about doing this in the newsletter.

Livingston is doing internet radio ads but we don't know how much good that would do for us.

We are also going to try and have more communication with the members and do a six month call up to see what we can do to help them.

**Status:** Completed

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## 4. Committee Business

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### 4.1. Yellowstone Country

Ker'en Walters

2012 Grant process complete, refunded \$150.13

Winter hours: Mon-Thurs 9-5pm

#### **Minutes:**

Daniel Bierschwale; Yellowstone Country update part 1: Information packet will be available with the meeting minutes at the Chamber office.

Yellowstone Country Jan Stoddard is the new chair she is from West Yellowstone she brings a lot of value to the table.

If you look at total recreational visits to YNP, the Yellowstone Country gates are down in comparison to the south and east WY gates. The West gate was down in Sept, as was ours but the Cody gate and the Jackson gate were up. They are using their lodging tax dollars their communities get back to increase promotion of their communities.

Demographics-who is visiting Gardiner is coming up consistently in conversations tourism research arm of MSU.

The state of Montana is evaluating the marketing efforts that they have and how their brand awareness and marketing efforts are paying off.

Brand awareness is a significant benefit. it has been noted in studies that obstacles to travel access is a big stop for people, our year-round status and the airport getting on board with everything that they are doing are things that should benefit us.

YC focused its strategic plan on year-round tourism to increase bed tax by getting more people here.

In Ad campaigning process The state is tier 1 and is intended to be coupled with other entities and private organizations.

YC is tier 2 they have \$\$ marketing dollars and tier 3 is chambers and businesses who can jump on board and leverage the buying power of the state to get noticed.

Winter is a big focus for YC and having three of Montana's main ski destinations as well as the Park, in Yellowstone Country is a boon.

Jean Modesette found the winter branding guidelines about a year ago and here are the resulting magazines that the state will have placement in: Outside, National Geo Travel, Backpacker, Travel and Leisure, Food and Wine and History.

Warren Miller is a big filmmaker that lives here. He is doing a series of ad campaigns; Shaped by Winter, Shaped by Geysers, Shaped by Glaciers are the messages that are being sent out, videos being done through the Warren Miller campaign, Buses in Chicago have huge billboards of Yellowstone and wildlife billboards etc. in some key large cities to the east and west.

How do we leverage the focus on Yellowstone and solidify the brand?

A couple of areas that YC is discussing are: the 100th anniversary of Park Service, Big Timber being chosen as the location of the National Cowboy Hall of Fame and the Gardiner Gateway Project.

Yellowstone country update part 2:

Ker'en Walters: Our grant cycle ended on Sept 30th so now we are open Mon-Thurs 9-5.

We used all of it but \$150.13 of our \$10,000 grant, that remainder was mailed back to YC.

We had 4,464 walk-ins from May 26 through Sept 31. We had 52 from Connecticut which is new this year, we seemed to be having more East coast visitors this year in general. We have at least one visitor per group sign in and therefore we had 1,334 more walk-ins as compared to last year. While Barb says she should be better getting signatures-signatures are up significantly on the whole - Barbara Shesky states that Shirley did a great job with this.

We had comments from people; that they have "done the Park thing, done the Jackson or West thing so we

came up here instead", as well as,"we like the feel of this town" and "We liked this place so much we came back"

**Status:** Completed

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#### 4.2. Yellowstone National Park

Brian Suderman

##### **Minutes:**

Brian Suderman was not able to attend

**Status:** Completed

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#### 4.3. Marketing

Jean Modesette

Distinctly Montana

NRPC

##### **Minutes:**

Jean Modesette: The marketing committee has met with Cooke City to form a new partnership called the Northern Range Project we are all excited about it, Ker'en is working on the MOU for the project.

We will be marketing the area the boundaries of which extend from Yankee Jim Canyon on our side to 4 miles outside of Cooke City. This, of course, includes Gardiner, Jardine, through the Park, Silver Gate and Cooke City.

We are looking at an e-marketing tech grant too, this is a brand new grant through MT office tourism the deadline for this is Dec 14th .

Jean Modesette feels we have a really good chance. The Mt office of tourism is hosting outreach sessions for strategic planning. These are for businesses or chambers to attend to complete a survey on marketing needs so anyone interested should go but you can do the survey on line. They are doing a four year marketing plan, we are trying to see if one of us can go and if not at least complete the survey.

The first ad in Distinctly Mt came out, we are currently working on the article to be published in Distinctly Montana's winter issue and Barb Shesky and Brad Orstead have submitted a daytrip planner and list of businesses that are open for this winter that will be included. We will also be doing a half page ad and there will be a blurb on the front cover pointing out that we are a feature story.

Facebook- we have again seen an increase from 628 – 680 likes this month. Jean wanted to beat Livingston's Facebook page and we did! We have reached 225,000 people through all of our fan base. She is updating our homepage and going to do a cover photo and hooking onto the Montana branding-increasing our opportunities to get grants. She will pass it around before posting it..

Daniel Bierschwale; We are getting a vast amount of comments.

Jean Modesette: I have learned that interaction, engaging with comments, asking people to finish a sentence or answer a question is very important. The more interaction the more posting to the news feed so she is trying to keep our interactions up. Facebook is starting to charge for some things but she is keeping an eye out to keep this a free ad venue for us.

**Status:** Completed

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#### 4.4. Nominating Committee

Cheryl Hoppe

##### **Minutes:**

Cheryl Hoppe-nominating committee: Anna Holloway, Sabina Strauss, Daniel Bierschwale and Chuck Curtis are the seats that are up. She needs to speak to them after the meeting. Cheryl doesn't claim to be tech savvy so we will get her a member list if she feels she needs it. She has found one person, so far, that would want to be a board member but not an officer. You have to be a chamber member to be a board member. She will continue contact people and put together a list of nominees.

**Status:** Completed

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#### 4.5. Public Restrooms & Gardiner Welcome Center

Daniel Bierschwale

##### **Minutes:**

Daniel Bierschwale: Public Restrooms and Gardiner Welcome Center- still looking at 2 properties; he will keep us posted

**Status:** Completed

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## 4.6. Events

Status: Completed

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### 4.6.1. Brewfest

Anna Holloway

Profit/Loss update

#### Minutes:

Anna Holloway: Brewfest was a lot bigger this year. She ordered 350 coozies which was the max needed in previous years but they ran out very early on. best guess 450-500 attendees. We should keep the date of the 3rd weekend in August (this makes the date for next year be Saturday, August 17, 2013.

There were 10 brewers, 3 wineries and we had 2 bands. Because there was a band at the Two Bit immediately after the end of the second performance, everyone went over there which made cleanup alot easier. The police liked that.

We got bit on a couple things; one of the wineries ended up costing 4xs more than anyone else even though we didn't serve any more of their product than the other wineries. So, unless they want to cut a deal, we won't be able to have them back next year. We paid \$161 for the coozies, which was great but the thing was the shipping, the lady on the phone said 3-4 days to ship no problem. Well, when Anna called again 4 days before we needed them to arrive, well the total was several hundred dollars more because of shipping and handling.

We recieved \$2,800 in donations. Perhaps, next year we can get some free hotel rooms.

We only raised \$2,652.50 because people didn't get charged the entry fee and were just charged for the beer tickets when they ran out of coozies which is something we will fix for next year.

She went with posters, radio every free ad site she could find. A perk was that the band Cure for the Common is a local boy and they advertised that they were going to be here and MT tourism office put it on their page. There were posters in Bozeman and Livingston she put them in hotels and word of mouth also works great.

Status: Completed

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### 4.6.2. Christmas Stroll

Barbara Shesky

#### Minutes:

Barbara Shesky would like to see something get set up for the local children on the night of Christmas Stroll which is November 29th this year from 5-8pm. Contact people/members to see if there could be enough volunteers to pull it off

She wants to contact the School to see if the choir would go around town singing Christmas carols during the stroll.

She has asked Chuck Curtis if it would be possible to use Rosies to set up a place for the younger children, it has lots of windows, to decorate, he is our of town so she will have to see what his answer is.

She has had an offer of a Christmas tree and treat donations and been told that someone has giant life size Charlie Brown cutouts - So she is thinking, perhaps, something with the theme of a Charlie Brown Christmas.

Do a reading of the night before Christmas, have Santa Claus arrive and the kids can sit on Santa's lap and the parents take pictures, and do a showing of A Charlie Brown Christmas.

There would have to be enough adults with child care experience to volunteer to watch over the kids so that parents can take a 1/2 hour or an hour and go shop the local stores.

She asked for permission to persue the idea.

Sabina Strauss wasn't sure we should be promoting an event that has religious connotations as maybe all our members aren't Christian. The rest of the board felt that it would be okay because we are trying to help the community and open up a time span for parents to shop our members stores.

Permission granted

Status: Completed

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## 4.7. Public Comment

Gardiner Chamber

#### Minutes:

Compliment from Laura Williams to Jean Modesette on the vast improvement of our Facebook page.

GGP the next session will be a culmination of the comments received from that last meeting.

The question of resort tax will probably come up in conversation. If it does, we might need to have a

separate meeting to educate the community on resort tax by bringing in an outside facilitator. We as an organization will have to survey our membership in order to take an official stance. Educate people on the fact that bed tax dollars that are already being collected would be brought back into the town of Gardiner instead of going to some place else. 75-100 people attended the last meeting. Danny was not pleased with some of the tangents that occurred and that the facilitator for the next session will be better educated on keeping the meeting organized. We need people to understand that \$1 dollar can turn into a \$1,000 with match grants and such. Jean Modesette stated that she doesn't understand why people might not want a resort tax. Daniel Bierschwale -the word tax is a four letter word to some folks. Frankie Aars - bed tax is a big to-do in every town.  
End 1:32pm  
**Status:** Completed

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**4.8. Date Next Meeting**

Gardiner Chamber

**Status:** Completed

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Recording Secretary:

Chairperson:

Date:

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