

Gardiner Chamber of Commerce

Meeting date: **Monday, November 19, 2012** **Started: 5:30 PM** **Ended: 7:30 PM**

Location: Cowboys Lodge and Grille

Purpose/Notes: Regular scheduled meeting

Chaired by: Daniel Bierschwale

Minutes rec. by: Gardiner Chamber

Attendance:

Present: Bill Berg, Daniel Bierschwale, Gardiner Chamber, Clear Lines Writing Consulting, Chuck Curtis, Feathers in Flight, Flying Pig Camp Store and Rafting, Anna Holloway, Cheryl Hoppe, Gina Knight, MacNeil Lyons, Jean Modesette, Richard Parks, Barbara Shesky, Sabina Strauss, Ker'en Walters

Regrets:

Absent: Above the Rest Lodge, Absaroka Knoll Construction, Absaroka Lodge, Adventure Yellowstone Inc, B Bar Ranch, B Wood Photography, Bear Lair Lodge, Best Western By Mammoth Hotsprings, Big Wild Adventures, Cabin By The River, CCC Salon, Child Care Connections, Comfort Inn- Yellowstone North, Crevice Mountain Lodge, Scott Demaree, 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, 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, Kremer's Cenex, Little People's Learning Center, Livingston Job Service, Chris Lyness, Medcor Inc at Yellowstone, Montana Buffalo Company, Montana Whitewater Rafting&Zipline, Mountain Mobile Auto Glass, North Entrance Shopping - Food Farm, North Entrance Vacation Rental, North Entrance Washtub, NorthWestern Energy, Outwest T's, Paradise Adventure Company, Paradise Gateway B&B & Vacation , 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

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:

Scott Demaree - excused. All others present. Introductions around the room.

Update from Danny:

New Website

Released the map this year and have received a lot of positive feedback, from business owners and tourist alike.

Distinctly Montana advertising we took out two ad spots, one in the fall and one in the upcoming winter edition that will run with a story as well.

We are going to be proposing a joint campaign to Yellowstone Country with Cooke City – the Northern Range Project.

We are working towards getting publicity

The Gardiner Gateway Project

Status: Completed

1.2. Treasurer's Report

Ker'en Walters

Minutes:

See attached report. We have a little over \$2,000 more in the bank than we did last year at this time.

Status: Completed

1.3. Secretary's Report

Barbara Shesky

Minutes:

While emails and phone calls remain about the same, the number of walk-ins to the office has clearly dropped.

The newsletter brought in \$598.80 more this past October over last October. We also just found out recently that we have 993 email subscribers to the newsletter and received thousands of hits on the website.

While NPS stats for the park overall show a decrease, the entries to our gate were up over last year.

Status: Completed

2. Old business

2.1. Meeting Minutes

Daniel Bierschwale

October 17th, 2012

Minutes:

All in favor - Motion carried.

Resolution #: 111912-01

Moved by: Anna Holloway

Seconded by: Chuck Curtis

Status: Parked

2.2. Expense Report

Ker'en Walters

Minutes:

Last year we budgeted to net \$4,428. The actual P/L net was \$4,138.49.

We brought in more money than expected and in turn we spent more money for marketing.

We received a \$250,000 check for the Gardiner Gateway Project from the Montana Office of Tourism.

We do have two CDs and a savings account

Anna Holloway -what are liabilities?- Keren Walters-that is taxes/ payroll taxes.

We sent \$150 back to Yellowstone Country from the grant we received, that pays wages and payroll taxes.

We didn't use all the money because it has to be used for VIC hours which run from Memorial day weekend through September 30.

Danny Bierschwale- Yellowstone Country is our tourism region and they help fund wages- those are what Anna and Keren are talking about.

To clarify, the Gardiner Gateway project is being funded in part by the Montana Tourism grant and we are looking at using those funds for a public restroom/VC.

Status: Completed

3. New business

No New business

4. Committee Business

4.1. Marketing

Sabina Strauss

Travel Marketing Across Generations

Minutes:

See handout

Sabina has some demographic info-she went to a seminar

The graph is for four generations each generation is individual we should look at mediums for advertising to each generation. She feels this is helpful. Do we want to target just a few groups or every group? Gardiner might not be able to afford a TV ad but the state might help. she is looking at E-marketing.

Danny Bierschwale -YC has media buys that they garner from the state and then we can get on board Montana and regional advertising

Danny MT Lodging and Hospitality Association –lobbyist- There had been a move in state legislation that they became involved in lobbying against; the move was to have the portion the bed tax that is currently allotted for marketing go to the general fund instead. Governor Schweitzer vetoed this measure.

Both candidates that were running for the governor's seat said that it wouldn't be moved into the general fund.

Status: Completed

4.2. Nominating Committee

Cheryl Hoppe

Minutes:

There are four board seats that are up for nomination this year. These seats are held by Danny, Anna, Chuck, and Sabina.

Chuck and Sabina are not running again this year.

Cheryl - "Thank you- your input has been invaluable you put in a lot of time- we do appreciate your time and energy."

We are going to vote on 4 positions. we have 5 members in the running

Richard Parks (see attached) Richard owns Park's Fly Shop and has served on the Chamber Board before.

Sandy Byerle - She and her husband bought the Flying Pig Adventure Company. She deals with tourism every day She has a marketing background tying all this together and giving a new prospective (see attached)

Frankie Aars - She has recently made the transition to Gardiner She is currently partnered with Burton and they plan to build the Iron Horse Hotel and Restaurant. She has an extensive background in the Lodging and Hospitality Industry. (See attached)

Daniel Bierschwale - He is the Sales and Marketing Director at the Yellowstone Association, He has been a resident of Gardiner for 6 years-on the Chamber Board for 3 years. He is the representative from our town on the board of Yellowstone Country.

Anna Holloway - Has been in Gardiner since 2003 has been involved in a number of different businesses. She has been on the Chamber Board for 3 years. She likes being part of the changes going on and likes having a voice and listening to other peoples opinions.

Cheryl passing around ballots

The Vote

Our 4 board members to fill the empty seats are : Daniel Bierschwale, Anna Holloway, Richard Parks and Sandy Byerle.

Thanks again to Chuck and Sabina for serving on our board.

Status: Completed

4.3. Public Comment

Gardiner Chamber

Status: Completed

4.4. Date Next Meeting

Gardiner Chamber

December 12, 2012 at noon at the Community Center.

Status: Completed

Recording Secretary:

Chairperson:

Date:
