

Gardiner Chamber of Commerce

Meeting date: **Wednesday, December 12, 2012** **Started: 12:00 PM** **Ended: 1:30 PM**

Location: Two Bit Saloon downstairs

Purpose/Notes: Regular scheduled meeting

Chaired by: Daniel Bierschwale

Minutes rec. by: Gardiner Chamber

Attendance:

Present: Bill Berg, Daniel Bierschwale, Gardiner Chamber, Scott Demaree, Feathers in Flight, Anna Holloway, Cheryl Hoppe, Kellem's Montana Saddlery, Gina Knight, Livingston Job Service, MacNeil Lyons, Jean Modesette, North Entrance Washtub, Richard Parks, Barbara Shesky, Two Bit

Regrets:

Absent: Above the Rest Lodge, Absaroka Knoll Construction, Absaroka Lodge, B Bar Ranch, B Wood Photography, Bear Lair Lodge, Best Western By Mammoth Hotsprings, Big Wild Adventures, Cabin By The River, Child Care Connections, Clear Lines Writing Consulting, Comfort Inn- Yellowstone North, Crevice Mountain Lodge, Diamond Bar Heart Guest Ranch, Elk River Art Gallery and Studio, Elk River Lodge, Entre Nous, ERA Landmark Western Land, Family Massage Care, Gardiner Laundry, Gardiner Pharmacy/Yellowstone Perk, Gateway Hose Company, Gold Strike Gifts, Graybeal's All Service, Greater Gardiner Community Council, Hell's A Roarin' Outfitters, Hillcrest Cottages, Home On The Range, Howlin' Hounds Cafe, Johnstad's B&B and Log Cabin, Kremer's Cenex, Little People's Learning Center, 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, NorthWestern Energy, Paradise Adventure Company, Paradise Gateway B&B & Vacation , Photos by Sandi, Riverside Cottages, Smith Family Ranch, Stafford Animal Shelter, Stonegate Chiropractics, Story Distributing, Brian Suderman, The Lighthouse, The Wildside Tours and Treks, Upper Yellowstone Roundup Assoc., Wilderness Connection, Wolf Ridge Lamb & Wool Company, Xanterra, Yellowstone Association, Yellowstone Basin Inn, Yellowstone Country, Yellowstone Federal Credit Union, Yellowstone Gallery & Frameworks, Yellowstone Gateway Inn, Yellowstone General Stores, Yellowstone Mine, Yellowstone Park Travel Lodge, Yellowstone Raft Company, Yellowstone River Motel, Yellowstone Suites B&B, Yellowstone Super 8 Motel, Yellowstone Village Inn, Yellowstone Wilderness Outfitters

Late:

Guests:

(none)

Meeting Documents:

(no documents)

Meeting Minutes:

1. Chamber Business

1.1. Roll Call & Introductions

Gardiner Chamber

Daniel Bierschwale
Sandy Bierle
Anna Holloway
Gina Knight
Scott Demaree
Richard Parks
Cheryl Hoppe
MacNeil Lyons
Jean Modesette

Minutes:

Gina Knight and Ker'en Walters Excused All other Board members present.

Status: Completed

1.2. Policy & Procedure Manual

Daniel Bierschwale

Present Policy Procedures Manual to New Board of Directors.

Minutes:

Policy and procedures manual handed out for review, Ker'en asks that everyone review it and if there is any discussion that leads to changes needing to be made that it takes place via email prior to the January meeting so that it can be approved at that time.

Resolution #:

Status: Deferred: 1/16/2013

2. Old business

2.1. Meeting Minutes

Daniel Bierschwale

November 19, 2012

Resolution #: 121212-1

Moved by: Scott Demaree

Seconded by: Anna Holloway

Status: Carried

Vote: All in favor

3. New business

3.1. Gardiner Mammoth FM Association

Jim Peaco

Minutes:

Jim Peaco attended as a guest to inform the Community the Gardiner Mammoth FM Association is starting a fundraising drive. They operate 4 transmitter stations and hope to raise \$5,000 for each station. They have not done a fundraiser in 10 years. They were offered to hang a flyer in the Chamber office and the Board agreed to donate two half page newsletter ads to their fundraising efforts.

Status: Completed

3.2. Resort Tax Meeting Follow-up

Daniel Bierschwale

Minutes:

At the Dec 4th 2012 Resort Tax Educational Seminar we pulled in as many other communities as we could. It was the most civil conversation that has been had in the community regarding this subject.

Letters with a link to a poll question were sent out yesterday via email and via postal mail to every member and we will bring back the results from the poll in the Jan meeting.

Depending on the results, we would then have to make a board vote as to whether or not the Chamber of Commerce takes the lead in drafting a resort tax petition that would be then be circulated for signatures of support.

The petition would then require at least 10% of the residents in the boundaries of the Resort Area that follows the Water District boundaries sign in favor of taking the next step of bringing a ballot to the voters residing in the resort area. The question sent to members was:

"As a Chamber member, do you support the Chamber of Commerce sponsoring a petition for a seasonal resort tax, which would allocate a portion of the funding for public restrooms and a Gardiner Welcome Center?"

There are some concerns that the letter and the question are not clear...

Danny will write a clarification letter regarding the poll question and the fact that a Gardiner Welcome Center and Public restrooms are what the Chamber's stake is in this but that those aren't the only things that a resort tax petition would include. He will send it to the Board for proofing and once he receives Board approval, he will send it to the membership.

Moving forward, before we poll our membership we need to have consensus from the Board of Directors on the messaging.

Resolution #:

Status: Deferred: 1/16/2013

4. Committee Business

4.1. Rodeo Club

Scott Demaree

Minutes:

Scott Demaree and Anna Holloway were assigned to the committee to do research on Leland MacMillan's proposal to lease the Rodeo Grounds from the Chamber directly or in part, from the current lessee, the Upper Yellowstone Roundup Association.

Anna and Scott received letters from community members who had invested money in the grounds in the past who did not want to see the Rodeo Grounds leased to Leland McMillan.

They did not get a lot of positive feedback while doing the background check. They found that he had lost some of his leases but no real information as to why was forthcoming.

The rodeo association, neighbors of the rodeo grounds and community members are opposed. (The neighbors are open to more rodeos, as long as they aren't being held at night).

New breakout shoots are needed; the rodeo club wants Leland to have some financial obligation to the grounds. Mr McMillan has stated the he is not able to front much money.

Scott and Anna's recommendation is to NOT offer the lease to Leland. However, this doesn't mean we wont pursue other possibilities.

Is there a motion to rent the Rodeo Grounds to Leland McMillan?

No motion made, therefore, the Chamber will not be leasing the Rodeo grounds to Mr. McMillan.

Status: Completed

4.2. Marketing

Jean Modesette

Minutes:

We have purchased advertising in the fall edition of "Distinctly Montana". We also have an ad and a 3 page article about Gardiner in the winter edition of "Distinctly Montana." The magazine is distributed in Idaho and Montana and also offers a web linked version.

We are trying to find creative ways to market the town without much money.

Facebook Update: Currently highlights all the board members and staff. We have to date -780 fans. We receive a lot of positive feedback and some of our posting have gone viral, we have hit 266,000 people this month. To date, we have received no rude or negative comments, people love the town.

We would like to make a short promotional video of Gardiner in the near future, once we find funding to do so.

Status: Completed

4.2.1. NRPC

Jean Modesette

Minutes:

We partnered with Cooke City to promote the Northern Range. We traveled to Three Forks to a Yellowstone Country meeting and received a grant for \$3,500 to brand the Northern Range and create a promotional piece. We also just completed a grant proposal to the Montana Office of Tourism for Emarketing. While we await to see if we are awarded the grant we have begun the branding process for the NRPC.

Status: Completed

4.3. Nominating Committee

Status: Completed

Cheryl Hoppe

4.3.1. Officers

Elect President, Vice President, Treasurer

Minutes:

No votes or nominations were made. Danny will remain President until the next election.

The positions of Vice President and Treasurer remain open at this time. Another attempt to elect remaining Board positions has been deferred to the January meeting.

Resolution #:

Status: Deferred: 1/16/2013

4.4. Events

Status: Completed

4.4.1. Xmas Stroll

Barbara Shesky

Minutes:

This year the Chamber sponsored a Children's Christmas Corner. It was held at Rosies- the spot was donated by the Curtis family. Donations in the sum of \$125 were collected from Chamber members Stone Gate Chiropractic, Cowboy's Lodge and Grille and Cool Works. Toys, drinks and a small amount of candy were purchased. Santa was paid for in part by the Chamber, the majority of Santa's fee was paid for by nonchamber members. Donations of baked goods and drinks were made by Chamber member Frankie Aars and by nonchamber member Diana Beavers. Volunteers, chamber members Jessica Gerdes and Frankie Aars and nonchamber members Cheryl Ritchie, Aarron Rufus and the daughter of Beth Casey helped man the activity.

It was a success.

The Chamber profited .53cents.

Status: Completed

4.5. Public Comment

Gardiner Chamber

Minutes:

Chamber Member Rod McAllister expressed his opposition to a resort tax.

Status: Completed

4.6. Date Next Meeting

Gardiner Chamber

January 16, 2013

Status: Completed

Recording Secretary:

Chairperson:

Date:
