

Gardiner Chamber of Commerce

Meeting date: **Wednesday, January 25, 2012** Started: **12:01 PM** Ended: **1:04 PM**

Location: Community Center Board Room

Purpose/Notes: Regular scheduled board meeting

Chaired by: Daniel Bierschwale

Minutes rec. by: Gardiner Chamber

Attendance:

Present: Daniel Bierschwale, Gardiner Chamber, Chuck Curtis, Elk River Lodge, Hell's A Roarin' Outfitters, Anna Holloway, Cheryl Hoppe, Gina Knight, Chris Lyness, Jean Modesette, North Entrance Shopping - Food Farm, Rocky Mountain RV Park&Lodging LLC, Barbara Shesky, Sabina Strauss, Ker'en Walters

Regrets:

Absent: Above the Rest Lodge, Absaroka Knoll Construction, Absaroka Lodge, Adventure Yellowstone Inc, Elizabeth Baker, Bill Berg, CCC Salon, Child Care Connections, Comfort Inn- Yellowstone North, Crevice Mountain Lodge, Diamond Bar Heart Guest Ranch, Diamond Heart Guest Ranch, E.L.K., Inc, Elk River Art Gallery and Studio, Entre Nous, ERA Landmark Western Land, Family Massage Care, Flying Pig Camp Store and Rafting, Gardiner Laundry, Gardiner Pharmacy/Yellowstone Perk, Gateway Hose Company, Gold Strike Gifts, Graybeal's All Service, Gail Habener, Headwaters of the Yellowstone B&B, Hillcrest Cottages, Johnstad's B&B and Log Cabin, Kellem's Montana Saddlery, Kremer's Cenex, Medcor Inc at Yellowstone, Montana Buffalo Company, Montana Whitewater Rafting&Zipline, Mountain Mobile Auto Glass, Outwest T's, Richard Parks, Riverside Cottages, Smith Family Ranch, Stafford Animal Shelter, Story Distributing, The Town Cafe, The Wildside Tours and Treks, Upper Yellowstone Roundup Assoc., Wild West Rafting, Xanterra, Yellowstone Gallery & Frameworks, Yellowstone Gateway Inn, Yellowstone General Stores, Yellowstone Mine, Yellowstone Park Riverfront Cabins, Yellowstone Park Travel Lodge, Yellowstone River Motel, Yellowstone Suites B&B, Yellowstone Super 8 Motel, Yellowstone Wilderness Outfitters, Yellowstone Yoga

Late:

Guests:

Nick Derene (present), Joe Gross (present), Kim Kaiser (present), Rebecca Kreklau (present), Michael Lewis (present), MacNeil Lyons (present), Jean Madesette (present), Brian Suderman (present), Susan Vernon (present)

Meeting Documents:

- 20111026 Minutes.doc
- Minutes_1_4_2012 (1).pdf
- Minutes_12_7_2011 (2).pdf

Meeting Minutes:

1. Chamber business

1.1. Call to Order

Daniel Bierschwale

Meeting called to order at 12:00pm.

Status: Completed

1.1.1. Roll Call/Introductions

Barbara Shesky

Call of attendance and introductions

Roll call completed. All current board members in attendance. Introductions around the room.

Status: Completed

1.1.2. Approval of past meeting minutes

Gardiner Chamber

Approval sought for meeting minutes from October 26, 2011, December 7, 2011 and January 4, 2012

Anna Holloway moved that we approve the aforementioned minutes. Chuck Curtis seconds the motion, all In favor, motion passed, minutes approved.

Resolution #: 12512-1

Moved by: Anna Holloway

Seconded by: Chuck Curtis

Status: Carried

Vote:

Report:

1.2. President's Report

Daniel Bierschwale

Opening statement from newly elected Chamber president, Danny Bierschwale.

Danny thanked everyone for allowing him the opportunity to be the new Chamber President and stated he is looking forward to working with everyone. Danny stated that he and Ker'en have been in contact with other local chambers to garner information on procedures and make sure that we are doing things correctly.

Setting the stage and clarifying roles of the Gardiner Chamber of Commerce and The Greater Gardiner Community Council.

We will be reviewing the bylaws and making changes.

Chamber meetings are the 3rd Wednesday of every month.

We voted in the Board of Directors at the December meeting, but with the resignation of Bill Berg, we now have an open slot, we would also like to change the bylaws to increase the number of Board members from 7 to 9. Since we have 2 people interested in being on the board, Scott Demaree and MacNeil Lyons, we will defer taking a vote until after the bylaw meeting February 2nd, 2012, 5:30pm at the Community Center.

Introduction of Barbara Shesky- Administrative Secretary and Ker'en Walters-Executive Director.

Status: Completed

1.3. Treasurer's Report

Anna Holloway

Updates

Treasurer's report is in the printout attached to the minutes for review.

Status: Completed

1.3.1. Budget

Anna Holloway

2012 Budget

2012 Budget will be discussed at the regularly scheduled meeting on February 15th, 2012.

Report:

Status: Completed

1.3.2. New Signature cards for bank accounts

Anna Holloway

New signature cards at the bank need to be updated to reflect the new Executive Committee and the Executive Director: Daniel Bierschwale, Chuck Curtis, Anna Holloway and Ker'en Walters

Once Chamber Secretary, Barbara Shesky has typed in the minutes and had them reviewed by the Director, Ker'en Walters, the notes will be initialed by each of the above mentioned Board members and they will be asked to go to the bank and sign the signature card.

Report:

Status: Completed

Barbara Shesky

1.4. Secretary's Report

Updates

Newsletter revenues up from last year, there have not been a lot of tourist, information packets are being sent out. Membership numbers are lower than last year at this time due to the fact that this is a seasonal town and some former members will not return to the area until the springtime.

Status: Completed

2. Old business

2.1. Resort Tax Research Status

Daniel Bierschwale

Funding of public educational seminars regarding this issue.

We are in the education phase of the Resort Tax issue, for both the public and ourselves.

NRDC helps facilitate educational meeting, we need to do another educational seminar, this one regarding Resort Tax and what it entails, therefore, we are contacting them to facilitate this process.

Status: Completed

2.2. Marketing

Ker'en Walters

Walking Map and Website Progress Reports.

We have finished the walking maps of town and they have returned from the printers, we have 50,000 available for distribution.

The website should be up and running by February 1st, there have been delays with integrating Chamber Master but the changes should be worth the wait once it is launched.

Many Thanks to Lynn Chan for the greatly discounted price on designing the map front. Sold \$3,000 in ads, it cost us a little over \$3,500 and some change to print it.

We are looking at amping up facebook, Barbara Shesky is interested in assisting with this project.

Status: Completed

3. New business

3.1. Montana Governor's Conference

Gardiner Chamber

Why we should go.

April 11-13th in Great Falls

Rick Hoeninghausen has offered us Xanterra's booth space at the Governor's conference free of charge. The office of tourism is willing to let us use Xanterra space. This would be a good opportunity to elevate exposure of the Gardiner Gateway Project and assist in acquiring funding for the building of public restrooms.

Sabina Strauss made a motion to pursue going to the conference, Anna Holloway second, all in favor, motion passed.

Add agenda item for Feb15th meeting to go over what will be presented and who will go to the conference.

Resolution #: 12512-2

Moved by: Sabina Strauss

Seconded by: Anna Holloway

Status: Carried

Vote: all in favor

3.2. Special Meeting: Bylaw revisions & new board members

Daniel Bierschwale

Scheduled for February 2nd at 5:30pm in the Community Center Board Room.

Danny has called for a special meeting to update bylaws and remove civic wording in our mission statement so that the Chamber is free to focus on increasing tourism in Gardiner which is what our membership has indicated it wants.

We currently have (article 5 section1) 7 board members. The Chamber is proposing to expand the Board of Directors to 9 positions. Therefore, we will forego today's election and look at bringing on additional board

members at this special meeting, if we are able to change bylaws.

We will send out the proposed changes and then they can approve those changes that day.

Report:

Status: Completed

4. Committee business

4.1. Form 2012 Committees

Daniel Bierschwale

Formation of committees for 2012

Necessary Committees:

MARKETING

MEMBERSHIP RECRUITMENT

BREWFEST

NOMINATING COMMITTEE

YELLOWSTONE COUNTRY

GARDINER GATEWAY PROJECT

Board members are to contact Danny with additional committee ideas/input.

Status: Completed

4.2. Yellowstone National Park

Brian Suderman

Updates from Park Service on plans that have an effect on the community of Gardiner.

Park Ranger Brian Suderman:

The North Entrance Gate visitor numbers are up 13% compared to last year's numbers, although, park-wide numbers are down up from last year.

With the Winter Use Supplemental EIS - the final decision should be made by this fall for winter use.

Look for public scoping meetings, one should be in Bozeman the week of Feb 13, 2012.

Report:

Status: Completed

4.3. Brewfest

Anna Holloway

2012 Date/Events/Progress

This years' Brewfest will be held Sat Aug 18, 2012 from 3pm till dak (10:00PM)

Last year we did it later in the year and it seems better to do it when we have a lot of people in town so that is why she picked this date.

6/32 brewers contacted have responded so far.

The music band-"Cure for the Common" from Bozeman, that played last year, has taken off in the music market so we don't know if they will come play for us again this year.

Status: Completed

4.4. Yellowstone Country

Daniel Bierschwale

Grant monies.

The Gardiner Gateway Project is in the education phase.

Yellowstone Country has donated \$3,000 for marketing of the Gateway Gateway Project to educate people on the benefits of the project and look for a solution to the problem of the lack of public restrooms in the town of Gardiner.

Status: Completed

4.5. Gardiner Gateway Project

Public Restrooms/Business District

With the Gardiner Gateway Project being in the education phase, and looking for a solution to restroom problem, as well as, the North Entrance Plan headed by the Park Service going through, we have made a resolution to form a business district.

Convention and Visitor's Bureau (To be referenced as:CVB, in the future) grants would be possible if we form a business district making it possible to highlight Gardiner history and even build an amphitheater for events.

The Chamber members would like to see the business district include Hwy 89 to the entrance of town at the rodeo grounds.

This could open the door for grant money possibilities from Yellowstone Country and the Department of Transportation. also, in reference to the public restrooms issue, if we form a CVB, we would get back more of the bed tax money back into our town for this type of project. We could also become a Montana Welcome Center, as we are the first town on this side of the Park that visitors enter when they cross over the border from Wyoming to Montana. There are funds from the Department of Transportation for this type of thing and the restrooms could be in that building which would also have additional funding for staffing.

We would need a formal vote to extend it.

Chuck Curtis made a motion to extend it to include the aforementioned properties, Sabina Strauss second, all in favor, motion carried.

Resolution #: 12512-3

Moved by: Chuck Curtis

Seconded by: Sabina Strauss

Status: Carried

Vote:

4.6. Public Comment

Gardiner Chamber

****Chamber board meetings are open to the public****

The Chamber can be contacted by phone at: 406. 848.7971, in person by walk-in or appointment, Monday - Thursday 9am-4pm at the Chamber office located at 222 Park St in Gardiner, By email to info@gardinerchamber.com

Question from the floor - Kim Kaiser - What is the end game of the winter use EIS? What was the preferred Alternative that was set aside?

Brian Suderman - We are in the third or fourth go around because of public comments garnered each time and at this point I (Brian Suderman) can't qualify what the original preferred alternative was. Basically travel through the North Entrance Station from Gardiner will not change, the other entrances will be effected.

Other possibilities for town events:

Chuck Curtis - Bring back Buffalo Days, a carnival type event that hasn't been done for several years.

Cheryl Hoppe - Buffalo Days were very successful but we should rename it because it was a fund raising event for the ambulance crew, so that it doesn't seem that it is raising money for the them because the reason it was discontinued is because they have partnered with fire dept and receive funds through that relationship.

Danny Bierschwaile - Chuck should consider heading up that committee.

Question from floor, Kim Kaiser - why don't we have more rodeos?

Cheryl Hoppe - The main holdup is the money it takes to get rodeo contractors here \$10,000 each time they come in for a show. It is on the NRA circuit. The year that there were two rodeos held, the contractor offered to come back but the time it took was great, and not as busy as the first. Also, the rodeo is sponsored by the rodeo club, Amy Story is in charge. The chamber owns the land but the club leases it. If Kim wants to, he can contact Amy Story of the Rodeo Club to see about volunteering to help her with additional rodeos.

Also, Bozeman is getting three reasonably priced flights to/from the west coast which we hope will have an impact on our tourism industry.

Susan, Gardiner Therapeutic - what about including plans for restrooms on Hwy 89?

Pete - Rocky Mountain RV- Takes a lot of money for upkeep. How will we pay for it?

Anna Holloway - if it is a welcome to Montana center it will be staffed.

Danny Berschwaile - Comments from the floor should be considered by the committees.

Greater Gardiner Community Council (to be referenced in the future as the GGCC) updates; spokesperson, Nick Derene. The GGCC was spun off from the Gardiner Chamber of Commerce to remove civic issues from the realm of the Chamber. The GGCC is still in the process of formalizing the organization and receiving nonprofit status and ways to include the Gardiner Community Center with Arch park.
Projects:

Arch Park: They are stepping away from NPS/ North Entrance Plan and the Gardiner Gateway Project. Instead, the GGCC is focusing on the Historic District, Arch Park and the Depot. They are also formalizing the reservation system for Arch Park, utilizing the web address: gardinermt.org , also, .com. You can actively make reservations right now for the Park and the Community Center.

Cemetery project: Sue Johnson raised \$12,000 by herself and got a new gate and fence in place and they are now working towards getting new signage.

Road Maintenance: Laura Williams has been busy getting the potholes filled in. Jardine is next up to be graded and filled.

Historic Interpretation: They have submitted for a \$4,500 resource grant for a historic research project and eventually developing an Historic District

From the floor; Kim Kaiser - He has maps and books that he bought from the Hansen Estate sale and is more than willing to loan them to the project for research purposes but he wants to retain ownership of the documents.

The Greenbox project /compactor is still in progress.

In Addition: they are actively looking into other grants. Anna Holloway has joined as well as Ker'en Walters, They are looking into sponsoring a music -fest, doing river access improvements and actively looking for new members.

Status: Completed

4.7. Date of upcoming meetings

Gardiner Chamber

Pick dates of special meetings and set date for next board meeting.

Bylaw revision meeting Feb 2nd @ 5:30pm in Community Center Board Room.

Next Meeting member meeting open to the public will be Feb 15th @ noon in Community Center Board Room.

Meeting adjourned at 1:04pm.

Report:

Status: Completed

Total time scheduled: 65 min