

# Gardiner Chamber of Commerce

Meeting date: **Wednesday, March 21, 2012** Started: **12:00 PM** Ended: **1:28 PM**

Location: Community Center Board Room

Purpose/Notes: Regular scheduled meeting

Chaired by: Daniel Bierschwale

Minutes rec. by: Gardiner Chamber

## Attendance:

Present: Elizabeth Baker, Bill Berg, Daniel Bierschwale, Gardiner Chamber, Chuck Curtis, Scott Demaree, Gardiner Therapeutic, Greater Gardiner Community Council, Gina Knight, Jean Modesette, North Entrance Shopping - Food Farm, Outwest T's, Barbara Shesky, Sabina Strauss, Ker'en Walters

### Regrets:

Absent: Above the Rest Lodge, Absaroka Knoll Construction, Absaroka Lodge, Adventure Yellowstone Inc, Bear Lair Lodge, Big Wild Adventures, Cabin By The River, 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, Elk River Lodge, 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, Hell's A Roarin' Outfitters, Hillcrest Cottages, Home On The Range, Johnstad's B&B and Log Cabin, Kim Kaiser, Kellem's Montana Saddlery, Kremer's Cenex, Chris Lyness, MacNeil Lyons, Medcor Inc at Yellowstone, Montana Buffalo Company, Montana Whitewater Rafting&Zipline, Mountain Mobile Auto Glass, North Entrance Washtub, Richard Parks, Riverside Cottages, Rocky Mountain RV Park&Lodging LLC, Smith Family Ranch, Stafford Animal Shelter, Story Distributing, The Silvertip, The Town Cafe, The Wildside Tours and Treks, Upper Yellowstone Roundup Assoc., Wild West Rafting, Wild West Vacations and Travel, 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 River Motel, Yellowstone Suites B&B, Yellowstone Super 8 Motel, Yellowstone Wilderness Outfitters, Yellowstone Yoga

Late: Anna Holloway, Cheryl Hoppe

## Guests:

Phillip Fletcher (present), Jeff Welsch (present)

## Meeting Documents:

(no documents)

## Meeting Minutes:

### 1. Chamber Business

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#### 1.1. Call to Order

Daniel Bierschwale

#### Report:

Status: Completed

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#### 1.2. Roll Call & Introductions

Barbara Shesky

Daniel Bierschwale

Chuck Curtis

Anna Holloway

MacNeil Lyons

Scott Demaree  
Cheryl Hoppe  
Sabina Strauss  
Gina Knight  
Macneil Lyons-absent,  
Anna Holloway and Cheryl Hoppe-late.  
All others present.

**Report:**

**Status:** Completed

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### 1.3. Treasurer's Report

Ker'en Walters

reviewed bank account balances, CD's and savings account,

**Report:**

**Status:** Completed

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### 1.4. Secretary's Report

Barbara Shesky

Newsletter numbers continue to go up, our web visit stats are not an accurate comparison to last year, as we are using a different program.

**Report:**

**Status:** Completed

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### 1.5. Approve Meeting Minutes

Daniel Bierschwale

February 15, 2012

All in favor, motion carried for approval of the February minutes with a correction to the motion and second on the BAG free advertising request.

**Resolution #:** 032112-1

**Moved by:** Anna Holloway

**Seconded by:** Sabina Strauss

**Status:** Carried

**Vote:**

**Report:**

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## 2. Old business

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### 2.1. Resort Tax Education

Ker'en Walters

Ker'en will hand out info on what a resort tax would actually mean for Gardiner.

(See Attached handouts on file at the Chamber Office with final meeting minutes)-

Ke'ren followed the handouts, regarding purpose of resort tax, what can be taxed, that the duration is flexible, We get the majority of the money back, the county commissioners get 1% for admin fees and they are the ones to have the final say in distributing the funds, we send them requests for disbursement and then they review them. Rarely do they deny the direction of allocations requested.

We have already been designated as a "resort tax area", back in 1998 which would have been the first hurdle to cross.

Ke'ren has a meeting with Diane from Cooke City to see how they use their Community Council as opposed to forming a resort tax board.

Discussion:

Collection of resort tax across the gateway towns garners from \$50,000 for smaller towns up to \$1.2 million for places like West Yellowstone. The amount of resort tax, what is taxed, when and for how long is all determined by our town. It becomes a dedicated form of income enabling us to leverage funding for projects.

Danny - Does the board feel educated?

Response: Yes-

Danny- Do we want to go forward on educating the community about resort tax?

Chuck Curtis made a motion to educate the community, Scott Demaree - Food Farm second.

Discussion - Who would lead the discussion of resort tax ?-

Danny- We would have an outside group come in and do the presentation. We are tentatively looking at late April for this to occur.

Susan Vernon - Gardiner Therapeutic -Who would vote on resort tax implementation?

Board response-The only people who would vote would be the people within the resort tax district.

Susan Vernon - Gardiner Therapeutic - How will our tourist base feel about the increase?

Board response- General experience is that people feel that it isn't too much, most people are used to paying state tax which far exceeds the 1-3% resort tax being considered, as well as bed tax.

All in favor

Motion carried.

**Resolution #:** 032112-2

**Moved by:** Chuck Curtis

**Seconded by:** North Entrance Shopping - Food Farm

**Status:** Carried

**Vote:**

**Report:**

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### 3. New business

#### 3.1. Bike Tour - Jeff Welsch

1500 riders coming through the YNP and Gardiner on their way to Red Lodge in 2013

A week long bike tour is coming to Yellowstone, modeled off "Cycle Oregon". It is sponsored by The Greater Yellowstone Coalition and set for August 18-24, 2013.

The tour starts in West Yellowstone and ends in Red Lodge. There will be 1,500 riders and a support crew of 100. The demographic of the riders is; 50 yrs old, with 6 figure incomes.

On Tuesday August 20, the tour will come to Gardiner via Livingston. From about noon on, people will begin to trickle in. They will need about 800 camping spots, they will explore town. Dinner will be a set event and we need to have people come in to do presentations about Gardiner. The next day they will begin transporting people with staggered bus departures through YNP to Silver Gate /Cooke City, as it is impossible to have that many people ride safely through Yellowstone on their bikes.

Why is GYC doing this? As an outreach program to inspire and educate people, to create goodwill. They will be talking about the lands, the waters and the people of Yellowstone. This is an effort to put monies back into the communities.

What does this mean for Gardiner with regards to media coverage?

There will be national and international coverage of this event and what they have found, in researching other tours such as "Cycle Oregon", is that these participants tend to come back to communities that they have passed through in order to spend more time. They expect about \$10,000 to be put back into the community.

They will need 75-100 volunteers here in town.

Even though the tour provides a dinner that evening, the expectation is that when these folks start to trickle in after the 53 miles from Livingston, they will most likely be looking for "a burger and a beer".

A point person here in Gardiner is being requested to orchestrate the volunteers; serving food, setting up tents, setting up camping at the school, banners for the racers to "cross the finish line", phone charging stations, beer monitors, bag couriers ect.

Water and sanitation trucks are being brought in to alleviate the impact on our small infrastructure.

They will be looking for sponsorships.

The GYC will be spending the next 6-8 weeks building a website and if things go as expected, it will only take a little while for the spaces to fill up.

They picked the last two weeks of August because, across the board, tourism drops of those last two weeks in Yellowstone Country.

Anna Holloway volunteered to be the liaison/point person.

Gina Knight made a motion to agree to help with this tour and have Anna be the liaison. Chuck Curtis second. All in favor, motion carried.

Philip Fletcher also offered to assist as well.

**Resolution #:** 032112-3

**Moved by:** Gina Knight

**Seconded by:** Chuck Curtis

**Status:** Carried

**Vote:**

**Report:**

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### 3.2. Economic Development - Philip Fletcher

Philip Fletcher -Park County Economic Development Department

(See handouts on file at the Chamber Office with final meeting minutes) -

The Economic Development Department of Park County has written a grant under the umbrella of Comprehensive Economic Development a portion of which is for road improvements in the town of Gardiner. The first portion of this project will be the construction of a sidewalk on 3rd street to the school for the children to travel on. The project should start March 26 and last for 30 days. The only foreseeable inconvenience might be that there will be a day or two when no one can park on the street while they are working.

Philip wrote the grant and is coordinating what will happen with the monies, it is for community based economic development.

It is a broad project which will have professional staff available to help with this project.

The grant supplies a lot of resources for; planning, economic development strategies, infrastructure and anything else that will help the community.

A way that this can be done with respect to Gardiner's point of view, is by having the Chamber take charge of Community Development. Then, we can say, we are so busy we don't have time to do this now and they will come down and do it for us. They will help with meetings, task forces, paperwork ect. He just needs a contact.

Philip would like to start with a community meeting to determine the economic development plan. This needs to be completed by August, this year.

Danny volunteered to become the liaison. We have projects that could benefit from this grant and from partnering with PCEDD like the Montana Welcome Center, Public restrooms, infrastructure ect.

Sabina How much should the Chamber be involved versus the GGCC?

Danny: The tourists benefit from the infrastructure development, Bill is already on the board of the PCEDD and the president of GGCC so with the Chamber being represented by Danny, we should have all our basis covered for getting projects prioritized.

Philip wants to have an Economic Development meeting, here in Gardienr for the community, sometime in the next two weeks or so. The project requires this public meeting. He can go forward with or without us.

Motion to have Danny become liaison with PCEDD-Scott Demarree North Entrance Food Farm .

Second- Sabina Strauss.

All in favor.

Motion carried.

Danny then called for a Special meeting of the Board fo Directors for the Memorandum of Understanding to define the goals and role of the Chamber with regard to all the projects that we want to do.

This meeting is scheduled for Tuesday, March 27, 7pm at the K-bar.

**Resolution #:** 032112-4

**Moved by:** North Entrance Shopping - Food Farm

**Seconded by:** Sabina Strauss

**Status:** Carried

**Vote:**

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## 4. Committee Business

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### 4.1. Gardiner Community Center

Anna Holloway

Updates on the Community Center

The Community Center is in the process of merging with the GGCC, they are waiting until GGCC gets official nonprofit status. The GCC had 2 nonprofit statuses on as Gardiner Community Center Llc and another as Gardiner Community Center programs. The Llc status was lost and they have sent a letter to renew the other status.

They are planning on having a meeting with regards to the drainage issues that occur on Main St when there is a heavy snow year or a lot of rain because the street floods into the basement of the Community Center and there is damage occurring to the foundation.

Chilifest went really well this year, they showed a profit of \$1,176, making this the most successful one yet.

**Report:**

**Status:** Completed

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### 4.2. Marketing

Barbara Shesky

Montana Quarterly advertising campaign was a success we had enough members join the campaign for us to be able to do the "double truck" or center spread. The deadline for ad copy and \$ is April 2. It publishes in early June our next installment will be due in July or August for the September issue in which we should advertise winter activities.

**Report:**

**Status:** Completed

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### 4.3. Brewfest

Anna Holloway

Brewfest is coming along nicely, there are 10 breweries confirmed to attend. This year there will also be a wine garden. The band is booked and contracted. We have reserved the Porta Johns. This year as opposed to other years we are selling vendor spots for food and artists, there will be a kid's tent this year with Rootbeer on tap. A sponsorship letter will be going out to the communities of Gardiner, Livingston and Bozeman.

**Report:**

**Status:** Completed

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### 4.4. Public Comment

Gardiner Chamber

**Status:** Completed

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#### 4.4.1. GGCC Marketing Request - Rebecca Kreklau

Greater Gardiner Community Council

The Greater Gardiner Community Council is seeking an ad donation of 1 1/4 page ad per month to promote events and such.

the total of this donation would be \$300.00

Anna Holloway made the motion to donate the requested 1/4 pg once per month to the GGCC, Danny second, All in Favor, Motion carried.

**Resolution #:** 032112-5

**Moved by:** Anna Holloway  
**Seconded by:** Daniel Bierschwale  
**Status:** Carried  
**Vote:**

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**4.4.2. 5K 2012**

Bill Berg

What do we call it now?

The 5-K is going to be June 16th this year. We got some publicity from Runner's World who had contacted Barbara and forwarded the lead on to me.

Now with Gardiner looking at branding, we should look at a name for the race, combining Yellowstone and Gardiner into it. Bill will continue to mull this one over.

**Status:** Completed

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**4.5. Date Next Meeting**

Daniel Bierschwale

April 18, 2012 @ 12pm

**Report:**

**Status:** Completed

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Recording Secretary:

Chairperson:

Date:

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