

Gardiner Chamber of Commerce

Meeting date: **Wednesday, May 16, 2012** Started: **12:00 PM** Ended: **1:00 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, Elk River Lodge, Gardiner Therapeutic, Gina Knight, Kremer's Cenex, Jean Modesette, Outwest T's, Rocky Mountain RV Park&Lodging LLC, Barbara Shesky, Sabina Strauss, Brian Suderman, Ker'en Walters

Regrets:

Absent: Above the Rest Lodge, Absaroka Knoll Construction, Absaroka Lodge, Adventure Yellowstone Inc, Elizabeth Baker, Bear Lair Lodge, Bill Berg, Big Wild Adventures, Cabin By The River, CCC Salon, Child Care Connections, Comfort Inn- Yellowstone North, Crevice Mountain Lodge, Chuck Curtis, Scott Demaree, 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, Greater Gardiner Community Council, Gail Habener, Headwaters of the Yellowstone B&B, Hell's A Roarin' Outfitters, Hillcrest Cottages, Anna Holloway, Home On The Range, Cheryl Hoppe, Johnstad's B&B and Log Cabin, Kim Kaiser, Kellem's Montana Saddlery, 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 Washtub, Richard Parks, Riverside Cottages, 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:

Guests:

Angela Bennin (present), Joe Gross (present), Debra Lamm (present), Joe Regula (present), Brian Suderman (present)

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

Meeting Called to order without a quorum at 12:07pm
Absent with notice - Scott Demaree, Chuck Curtis, Anna Holloway, MacNeil Lyons
Absent without notice - Cheryl Hoppe
Present - Daniel Bierschwale, Jean Modesette, Gina Knight, Sabina Strauss
Status: Completed

1.2. Treasurer's Report Ker'en Walters
Treasurer's report- everything looks good and we are up from last year, we still haven't gotten our Yellowstone grant Danny will follow up on that.
Status: Completed

1.3. Secretary's Report Barbara Shesky
The office is getting busier and we are up on newsletter revenue.
Status: Completed

1.4. Meeting Minutes Daniel Bierschwale
March 27th
April 18th
Not enough Board members present for a quorum.
Resolution #: 051612-1
Status: Deferred: 7/18/2012

2. Old business

No Old business

3. New business

3.1. Seasonal Staff & Summer Hours Ker'en Walters
Shirley Seaton
Jim Johnson
Mon-Thur 9-5pm
Fri 9-1pm
Saturday 9-3pm
Sunday 9-1pm
Starting next week we will have our seasonal volunteer start. We will be open 7 days a week. We have Shirley and Jim. Shirley is a volunteer and Jim will be one paid extra person. Jim will be in on Thursdays. Shirley will be working Mondays, Tuesdays and Saturdays. We will work on distributing maps.
Status: Completed

4. Committee Business

4.1. Yellowstone National Park Brian Suderman
Wildlife sighting are frequent, all the roads are open. Training in the Park on safety and resources took place, Ker'en attended.
Status: Completed

4.2. Marketing Jean Modesette
We are being seen all over the country with respect to the state marketing push with billboards and busses back east covered in travel Montana and Get Lost (in Montana) advertising. Hopefully, it will generate more tourism for Gardiner.
MTQ is on track and looking good and will publish in June and then we will do the next set in September.

We also are looking at running an ad in a Chicago newspaper. KBZK affiliated with Philadelphia stopped in they are going to be featuring Gardiner in the next month or two. The Chronicle is putting out a special section, Yellowstone Gateways. We will look into participating in this and sending the info out to businesses as well to see if they want to participate.

Status: Completed

4.2.1. Facebook

Jean Modesette

Jean has been working on Facebook for a month now and it shows. She talked to the (Montana) office of tourism and they are helping us by making posts to their website regarding Gardiner. They issued a post on Monday and in two days regarding the Gardiner post, they had 767 postings of "likes", 104 shares and they shared a photo of the town 44 times. She said they rarely have a post reach a 1,000 'likes' but we seem to be headed that way. We can gauge this by using the insights tool on Facebook.

See hand out for all the compliments.

Any of our members that want to post on our page or post photos should do so we are being accessed by foreign countries featuring different businesses in town that are chamber members would be a benefit to them as well as the Chamber as a whole.

Status: Completed

4.3. Gardiner Gateway Project & MOU

Daniel Bierschwale

Joe Regula

Joe Regula-an update on the Gardiner Gateway project. He is the Park employee in charge of managing how things are processing with regards to the North Entrance Park Street Improvement Plan and the Gardiner Gateway Project.

We were awarded a transportation scholarship to pay a project developer, Katrina Hecimovic. He is here to ask how we prioritize her time working with the chamber, grant applications, working with the county to develop engineering plans and setting timelines.

There will be a signing of the MOU (memorandum of Understanding) between a variety of entities, Park County/ Park Service/NPCA. This is a formalizing of the project, agreeing to move forward and be ready to move by 2016 with the steering committee (working group) and interested parties.

Katrina will be working with the steering committee. She will probably come to meetings and have an office at YA. Joe will be her Supervisor. He wants to walk away with an understanding of this group of projects that she will need to address.

Questions from Board? Questions from the Public? No on both.

Danny we will call special meetings if we need to address this and include the business community. We have a lot of support from Park Service.

We have a great opportunity to work with government entities like Park County who is taking a special interest in helping us. It is encouraging. MDOT and Montana Office of Tourism are willing to promote us. The signing of the MOU is coming up. Should we make a celebration of it? Create an event and provide publicity for Gardiner? With regards to the media and state gov't, it is up to Gardiner as to how much the town want to promote the project.

Status: Completed

4.4. Public Comment

Gardiner Chamber

Susan Vernon -Joe Cox published a letter in the the Chamber newsletter about the business that has sprung up behind the Cowboy, down by the river's edge(Burton's Place). How do we address the concerns of noise and safety. Also, Burton's place is next to the Jail, very narrow access in case there is a fire and what about the jailhouse being worked into a historic place to visit?

How does the Chamber address this type of issue? The activity, the parking, intoxicated people- it is in a place that abutts private property.

Daniel Bierschwale- Unicorporated Gardiner is a blessing and a curse.

Sabina Strauss- We are not the governing body of this town. We are talking about zoning and noise regulations- issues that, at this point, would have to be addressed by Park County. As a Chamber, we have no recourse to tell businesses what they can or can't do.

Is there anything that the Chamber can do?

Barbara Read – we are Gardiner if we don't take the leadership then who is?

Daniel Bierschwale- This would be better served through the Community Council as they have a

relationship with the county citizen initiated zoning .

Joseph Gross- I was trying to get zoning way back when and it failed and we are right back were we started .

Incorproation and zoning are the only ways that you can control this type of thing.

Barbara Read- So a travel lodge can come in and build a 6 story convention center and we couldn't do anything about it?

Pete Dahn- I am not part of a committee as everyone knows.... no one really knows that there will be an issue. If there are (issues) call the sheriff's department and have them come down, if someone wants to proceed with zoning or incorporation better the devil you know than the devil you don't. Perhaps a letter to the business owner to let him know that there are concerns, perhaps we should ask him how he will handle all these situations. I wouldn't want the chamber to get involved

Daniel Bierschwaile – This doesn't fall within the boundaries of the Chamber , I think you should let this sit awhile and see what happens.

Joe Gross shared a photo of the town in the 1960s.

Status: Completed

4.5. Date Next Meeting

Gardiner Chamber

We will not be meeting again until July 18, 2012, unless there is a need for a special meeting between now and then.

Status: Completed

Recording Secretary:

Chairperson:

Date:
