



Gardiner Chamber of Commerce

Meeting date: **Thursday, November 21, 2013** **Started: 6:00 PM** **Ended: 7:40 PM**

Location: The Yellowstone Grill

Purpose/Notes: Annual meeting of the members

Chaired by: Daniel Bierschwale

Minutes rec. by: Gardiner Chamber

Attendance:

Present: Barbara Shesky, Gardiner Market, Yellowstone Grill, Yellowstone Safari, Bill Berg, Sandy Bierle, Daniel Bierschwale, Big Wild Adventures, Gardiner Chamber, Scott Demaree, Elk River Lodge, Feathers in Flight, Gardiner Pharmacy/Yellowstone Perk, Cheryl Hoppe, Gina Knight, Livingston Job Service, Jean Modesette, Montana Whitewater Rafting&Zipline, Paradise Adventure Company, Richard Parks, The Wildside Tours and Treks, Two Bit, Yellowstone Basin Inn, Yellowstone Super 8 Motel

Regrets:

Absent: Headwaters B&B, Montana Guide Service, Mountain Home, Mountain Mike's Tours, Town Cafe, Upper Yellowstone River R, Wild West Rafting, Wildflour Bakery, Yellowstone River Lodge, YP Riverfront Cabins, "Be Our Guest " House, Above the Rest Lodge, Absaroka Knoll Construction, Absaroka Lodge, B Bar Ranch, B Wood Photography, Bear Lair Lodge, Best Western By Mammoth Hotsprings, Cabin By The River, Child Care Connections, Comfort Inn- Yellowstone North, Crevice Mountain Lodge, Diamond Bar Heart Guest Ranch, Elk River Art Gallery and Studio, Entre Nous, ERA Landmark Western Land, Family Massage Care, Gardiner Laundry, Gateway Hose Company, Gold Strike Gifts, Graybeal's All Service, Greater Gardiner Community Council, Hell's A Roarin' Outfitters, Hillcrest Cottages, Anna Holloway, Home on the Range, Johnstad's B&B and Log Cabin, Kellem's Montana Saddlery, Kremer's Cenex, Little People's Learning Center, Chris Lyness, MacNeil Lyons, Medcor Inc at Yellowstone, Midwest Welding and Machine, Montana Buffalo Company, Mountain Mobile Auto Glass, National Wolf Watchers Coalition, North Entrance Vacation Rental, North Entrance Washtub, NorthWestern Energy, Paradise Gateway B&B & Vacation , Photos by Sandi, Rainbow Ark, Riversbend Lodge, Riverside Cottages, Rocky Mountain RV Park, Smith Family Ranch, Stafford Animal Shelter, Stonegate Chiropractics, Story Distributing, Subway, Brian Suderman, Upper Yellowstone Roundup Assoc., Wild Bear Adventures, 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 Travel Lodge, Yellowstone Raft Company, Yellowstone River Motel, Yellowstone Suites B&B, Yellowstone Village Inn, Yellowstone Wilderness Outfitters

Late:

Guests:

Max Brenzel (present)

Meeting Documents:

(no documents)

Meeting Minutes:

1. Chamber Business

1.1. Roll Call & Introductions

Daniel Bierschwale

Daniel Bierschwale

Richard Parks

Anna Holloway

Gina Knight

Scott Demaree

Sandy Bierle

Cheryl Hoppe



MacNeil Lyons
Jean Modesette

Minutes:

Anna Holloway and MacNeil Lyons Excused.

Cheryl Hoppe called - she is traveling on bad roads from Bozeman and will be here as soon as she can.

All others present.

Status: Completed

1.2. President's report

Daniel Bierschwale

Welcome and opening meeting remarks.

Minutes:

Danny welcomed everyone to the meeting, thanked them for coming and being part of the Chamber. Danny then read a letter of recognition that Barbara Shesky, the Executive Director, received from Montana Governor, Steven Bullock, regarding her work at the Chamber.

He also remarked on the acquisition and implementation of the Quickbooks program to record and track the Chamber's finances.

Status: Completed

1.3. Director's Report

Barbara Shesky

Office update: year end stats

2013 P/L presented by Barbara and Cheryl

Minutes:

For the Fiscal year 2012-2013:

The Chamber office answered 1,864 phone calls, (this number does not include phone calls made) as compared to 1,722 last year;

received 3,636 emails (this number does not include response emails), as compared to 3,551 last year;

responded to 114 requests for mailed travel information; as compared to 70 last year.

We had 8,879 walk-ins as compared to 5,393 last year; an increase in walk-in visitation of 3,486 people.

The office logged 2,793 signatures as compared to 1,601 last year for the Yellowstone Country VIC program grant.

The newsletter, while down from the previous year (which was expected, as that year was an election year, and those generally generated more paid advertising) exceeded its projected goal of \$12,000 by \$492.00

Website stats indicated that the Chamber received 116,057 hits as compared to 104,402 the previous year.

At the beginning of the 2013 Gardiner Chamber of Commerce Fiscal year, (November 2012), the projected income for the Chamber was \$60,560.00 with projected expenses of \$71,030.00 which left a projected deficit of \$10,470. Barbara was pleased to announce that the final P/L statement that was generated showed an actual income of \$92,422.81 and actual expenses being \$91,781.30 for a profit of \$641.51.

A significant portion of the increased income was due to the number of grants that the Chamber applied for and received.

Status: Completed

2. Old business

2.1. approval of September meeting minutes

Daniel Bierschwale

Minutes:

All in favor

Resolution #: 112013-01

Moved by: Richard Parks

Seconded by: Gina Knight

Status: Carried

Vote:



3. New business

No New business

4. Committee Business

4.1. Properties and Facilities

Barbara Shesky

Year end report submitted by MacNeil Lyons report will be read by the Executive Director.

Minutes:

Board Chair Notes for: **Property & Facility Committee**

Eagles Hall / Gardiner Community Center

Part I: Inspection, performed in August 2013.

In lieu of recent findings from an assessment performed by a licensed Inspector, there are some items that need to be addressed.

- Main Roof: Metal has been installed over shake shingles. This being a poor practice, the metal panels are losing their finish and many nails have been pulled loose. Water can leak into loose/missing nails, hence interior ceiling sags in several places & widespread (but minor) water stains. There is a hole in the sheet metal at the NE quarter of the roof. The roof framing has moved 'out of square' due to the bowing of the walls. Metal roof is in "marginal condition", in need of repairs from a licensed roofing contractor.

- Exterior Walls: Walls on the east & west sides have "bowed significantly outwards". The walls have been reinforced with steel cables & channels, but an engineer would need to verify that the reinforcement is adequate. Masonry is in "marginal condition".... The worst area of deterioration is between the wall and building on the east side. It appears as the roof runoff from the adjacent building drains down the east wall of the Community Center. This continuous moisture has caused significant damage. A start would be to have gutters on east side of our building as well as neighboring building, routing downspouts away from both buildings.

- Electrical: There is not a safety device for the outlet near the upper bar sink. It is unsafe without it. In the gym area, cover plates are missing and have unprotected openings in breaker panels. These are minor repairs. It looks as though the building has a 500A electric service, but there is no main disconnect to completely kill the power. Safety concern?

- Floors: Tiles in the basement flooring are old enough that they may contain asbestos. Though the flooring appears to be quite solid, there is an area of rot just outside the door to the storage closet under the stairs where the inspector was able to push a knife clear through the floor. Their possibly could be a crawl space, but no access was located. If there is a crawl space, it does not appear to have any ventilation, which is conducive for mold growth.

- Other comments: There were additional details that this report brought up, but for now I thought this was the more major items to present tonight. It was recommended that a mold professional complete an investigation and that any repairs mentioned be accomplished by an appropriate and licensed contractor.

Eagles Hall / Gardiner Community Center

Part II: Lease Agreement

With our current status, the Gardiner Community Center' on-site activities are being managed by the Gardiner Community Center Program, Inc. (from now on, known as GCCP, Inc.). As the Chamber, we hold the deed to the building, but we currently do not have an active rental lease/agreement signed with GCCP, Inc. and are working towards that end.

Eagles Hall / Gardiner Community Center

Gardiner Rodeo Grounds

Part I of I: Updates

- Rodeo grounds have not been inspected.

- The insurance coverage for the rodeo event is taken care of by the rodeo club and year-round liabilities is now in good standing.

We are updating renters insurance and property insurances – we are waiting to hear final from the insurance company.

* This is all being pursued and looked into, but be aware that insurance premiums will be going up for next year's Chamber budget, due to this!



Resolution #:

Status: Carried

Vote:

4.2. Marketing

Jean Modesette

Year end report

Minutes:

April, 2012: Gardiner Chamber Facebook Page (ongoing): Started with 64 fans. **Nov., 2013:** Almost 2,000 to date. This is one tool to: **1)** Connect with potential visitors, **2)** Showcase the Greater Gardiner area, **3)** Highlight and promote Chamber members.

July, 2012: Create a print ad for a Chicago, IL newspaper (major market), *Elmhurst Independent*, promoting Gardiner.

Sept. & Nov., 2012: Distinctly Montana Magazine print ads – Worked closely with the owner of the magazine to create two print ads that were featured in the fall and winter, 2012 editions. Winter edition also featured a 3-page article on Gardiner and its year-round access to Yellowstone Park.

October, 2012: Barb has made many enhancements to the Gardiner Chamber of Commerce Community Newsletter, which has increased readership.

November, 2012: Yellowstone's Northern Range Promotional Cooperative – Gardiner Chamber formalized a partnership with the Colter Pass, Cooke City, and Silver Gate Chamber to promote Yellowstone's Northern Range as a year-round tourist destination. A Memorandum of Understanding was signed between the two Chambers and discussions began on project goals.

November, 2012: Completed and submitted a grant application to Yellowstone Country to hire an advertising/marketing firm to brand and create a logo for Yellowstone's Northern Range. We were awarded \$3,500 for this first phase of the project. TDG Communications was hired to complete this project.

November, 2012: Completed and submitted a grant application to the Montana Office of Tourism for the E-Marketing Tourism Technology Grant. **February, 2013:** We were awarded \$8,000 to fund the Northern Range website creation, rack cards, & online advertising.

November, 2012: Advertise in *Livingston Enterprise* for Christmas Stroll.

December, 2012: Provided new photos of Gardiner to the Montana Office of Tourism for their tourism website (visitmt.com).

March, 2013: Danny, Barb, and Jean attended the Montana Governor's Conference on Tourism in Helena. The Gardiner Chamber had a table at the conference with information on the Gardiner Gateway project, Northern Range Project, and local Gardiner information. Also attended presentations on social media, Gardiner Gateway Project, Montana Film Office. It was a great conference for networking and we talked with many people that support Gardiner. The Gardiner Gateway Project won Tourism Partnership of the Year award. The award is on display at the Chamber office.

May, 2013: Jean organized an event with the Montana Office of Tourism called, "**Coming Together to Expand Montana's Tourism Story**". This free workshop was an outreach effort to assist local businesses in Park County to bolster their ability to attract and retain visitors to the area, and to learn about social media sites and best practices. The event was held at Chico Hot Springs and was well attended by many local businesses. Representatives from Montana Office of Tourism, along with Jean Modesette, spent four days prior to the workshop touring Park County. Photos were taken during this time and posted on MTOT's Facebook page (which has a huge following) to promote the area and its businesses.

May, 2013: Completed and submitted a grant application to the Montana Film Office to help fund a professionally produced promotional video for the Yellowstone's Northern Range project and to highlight Gardiner and Cooke City as year-round destinations. We were awarded \$5,000 in August, 2013. Hired a professional production company that will start filming in January, 2014. Video should be completed by March, 2014.

May, 2013: Placed a print ad in *Montana Quarterly Magazine* with Chamber members only allowed to purchasing advertising spots.

April-June, 2013: Gardiner and Cooke City Chambers worked closely with TDG Communications on the vision and production of the new Yellowstone's Northern Range website. Provide all photography for the website.

April-June, 2013: Gardiner and Cooke City Chambers worked closely with TDG Communications to create a promotional rack card for Yellowstone's Northern Range. Rack card completed and quantity ordered June, 2013.



July, 2013: Placed a print ad in *Outside Bozeman* Magazine to advertise for the annual Brewfest fundraiser. This year's Brewfest had the largest attendance ever and brought a lot of business into Gardiner.

September, 2013: Placed a print ad in *Montana Quarterly Magazine* with Chamber members only allowed to purchasing advertising spots.

September, 2013: Yellowstonenorthernrange.com went live! Wrote and issued press release to many media outlets. Barb, Donna, and Jean received training on maintaining and adding content to this new website

October, 2013: Met with Speakeasy Productions to create vision/concept for a new promotional video for Yellowstone's Northern Range. Video will be completed by March, 2014 and will be placed on the following websites: Gardiner Chamber, Cooke City Chamber, Yellowstone Country, Montana Office of Tourism, local business owner's websites. It will also be placed on the Montana Film Office's new YouTube channel.

November, 2013: Provided new photos of Gardiner and surrounding area for placement on Yellowstone Country's website (<http://visityellowstonecountry.com/>)

Status: Completed

4.3. Gateway Cooperatives & Partnerships

Jean Modesette

Year end report

Minutes:

This update was included in the Marketing report

Status: Completed

4.4. Events

Anna Holloway

Year end report

Status: Completed

4.5. Membership

Gina Knight

Year end report

Minutes:

We had thought that we may have a drop in membership this year but we are happy to report that we currently have 132 members as compared to 123 last year. We continue to pursue contacting businesses in town and in the valley to join us.

Status: Completed

4.6. Gardiner Welcome Center, Resort Tax Petition and Public Restrooms

Richard Parks

Year end report and update Given by Richard and Danny

Minutes:

As we all know, the Resrot tax referendum hit a bump in the road with inconsistencies between the map required by the State for RT designations and the survey report. We are working with the Park County Commissioners office and the Montana Department of Commerce to correct this. A new survey is being completed and we should be able to resume the process. We will be required to resubmit the petition and then collect signatures again. We had more than enough signatures last time and we are confident that we can again collect enough to have the referendum go to a public ballot vote. We are shooting for mid-December for having the Petition ready to resubmit.

We continue to look at possible locations for a new Gardiner Welcome Center and Public Restrooms.

Status: Completed

4.7. Nominating Committee

Cheryl Hoppe

Election/re-election of 5 Board of Directors seats by the membership.

Board of Directors seats that are available:

MacNeil Lyons, Gina Knight, Scott Demaree, Jean Modesette, Cheryl Hoppe

Running for seats are:

Jean Modesette, Frankie Aars, Sabina Strauss, Cheryl Hoppe, Joe Gross, Schalene Darr, Scott Demarree,



and MacNeil Lyons.

Thank you to those who have taken time to participate.

After the 2014 Board of Directors open seats have been filled, The Annual meeting will be adjourned and the First regular meeting will begin with the newly elected Board. the 2014 Board will take its place at the table. Roll Call: the Executive Committee election: Public Comment. Next meeting Thursday December 19th at noon upstairs at the Gardiner Market

Any new Board members will need to give Barbara some information BEFORE leaving for the paperwork that needs to be filed with the state. Any new officer will need to fill out forms for the Banks at this time.

Minutes:

The membership in attendance voted to re-elect by ballot: Cheryl Hoppe, Scott Demaree and Jean Modesette to another two-year-term of office and elected for a two-year-term Frankie Aars and Schalene Darr.

This meeting was adjourned at 7:40pm and the first regular meeting of the Chamber began immediately in order to elect the Executive Committee for the upcoming year.

Status: Completed

4.8. Date Next Meeting

Daniel Bierschwale

The date of the next meeting -Thursday, December 19th at noon upstairs at the Gardiner Market.

Status: Completed

Recording Secretary:

Chairperson:

Date:
