

Gardiner Chamber of Commerce

Meeting date: **Wednesday, February 20, 2013** **Started: 12:00 PM** **Ended: 1:47 PM**

Location: Community Center Board Room

Purpose/Notes: Regular scheduled meeting

Chaired by: Daniel Bierschwale

Minutes rec. by: Gardiner Chamber

Attendance:

Present: Bill Berg, Daniel Bierschwale, Sandy Byerle, Gardiner Chamber, Scott Demaree, Feathers in Flight, Anna Holloway, Cheryl Hoppe, Gina Knight, Livingston Job Service, MacNeil Lyons, Jean Modesette, Richard Parks, Barbara Shesky, Brian Suderman, Yellowstone Basin Inn

Regrets:

Absent: "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, 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, Kellem's Montana Saddlery, Kremer's Cenex, Little People's Learning Center, Chris Lyness, Medcor Inc at Yellowstone, Midwest Welding and Machine, Montana Buffalo Company, Montana Whitewater Rafting&Zipline, Mountain Mobile Auto Glass, National Wolf Watchers Coalition, North Entrance Shopping - Food Farm, North Entrance Vacation Rental, North Entrance Washtub, NorthWestern Energy, Paradise Adventure Company, 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, The Lighthouse, The Wildside Tours and Treks, Two Bit, 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 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 Byerle
Anna Holloway
Gina Knight
Scott Demaree
Richard Parks
Cheryl Hoppe

MacNeil Lyons
Jean Modesette

Minutes:

12:05 meeting begins all in attendance- intros around the room

Status: Completed

1.2. Secretary's Report

Barbara Shesky

Minutes:

Office is still slow with regards to walk-ins, plenty of emails and phone calls though, the newsletter income is still down, in addition to it being a nonelection year more members are utilizing their member newsletter fund benefits- getting even more "bang for their buck" which keeps the newsletter bigger.

Brian Suderman-YNP gave the park gate update- the north entrance was down for the month of January. There will be a public meeting the week of March 17th regarding saddle and pack stock.

EIS for the North Entrance/Park St. Improvement Plan available.

Summary of the history of the north entrance area- as soon it comes out he will try to get me a copy at the office.

End of this month on February 26-28 brucellosis workshop at Chico. Sponsored by Park Service and MFWP. Recommendations to improve the Yellowstone Bison population- public welcome q/a at end of each meeting .

Snow water snow count - we are a little bit below last year and the 30 year average total is close to average.

Gate visit Numbers - Danny Bierschwale- change in how they are calculated? Suderman-"No"

Status: Completed

1.3. Treasurer's Report

Cheryl Hoppe

Minutes:

Currently more money in the bank than compared to last year making it look like we are sitting well. We will discuss this more in the Budget portion of the meeting.

Status: Completed

1.4. Office Management

Daniel Bierschwale

The resignation of the Director

Minutes:

We purchased Ker'en Walters a going away present; a slate photo to thank her for her service. She worked on and off for the Chamber for 6 years. She sends her best and will assist with transition.

Resolution #:

Status: Carried

Vote: Discussion not a resolution

2. Old business

2.1. Prior Month's Meeting Minutes

Daniel Bierschwale

Meeting Minutes from January 16th

Amend portion regarding pay amount allotted to Barbara at that point from the GGP fund-pending that amendment; minutes approved.

Resolution #: 022013-01

Moved by: Anna Holloway

Seconded by: Jean Modesette

Status: Carried

Vote: All In favor

2.2. Operating Budget

Cheryl Hoppe

2013 Operating Budget/ Staffing presentation

Minutes:

Daniel Bierschwale: context

This organization has taken great strides to expand and get to the next level. Last month by taking a position on resort tax we opened up opportunities. The facility operations costs part of that we put on hold for the executive committee to get an understanding of the budget and how we can get from here to the future. We have a proposed budget that is a stop gap that will get us from where we are today to the future.

Cheryl Hoppe: significant change from the budget in the past- without having to tap into resources.

We show a loss of over \$10,000. Ker'en helped clarify some things. Our income level does not meet our expense level. No map this year- no income from that. Last year we had a banner year for the newsletter. We have made significant strides in how fees are collected. We need to very carefully go forward and make sure everyone is paying their portion- the newsletter is not cost-free to publish.

We are looking at some areas that we thought were really important. We had a good year last year but we want a better year this year. Share your good experiences about being a Chamber member. We do not want to see membership decrease. We expected a decrease with our stance on RT but we are holding strong at this point. Anyone that can pound the pavement, please do so. We are not aware of anyone, at this point, whose membership has lapsed doing so because of the Chamber position on Resort Tax.

Lisa Curtis: Do we have a count on businesses in town?

Barbara Shesky: Not an exact one. We do have, approximately, 230 business name entries in the computer.

Cheryl Hoppe: Another account that we are looking more towards this year is events. So we need everybody to be as supportive as possible. There is some potential for extra income from the Cycle Greater Yellowstone event in August. If you have the time and the ability to help with this by volunteering, please do so. Monies for volunteer groups are donated to the Non-profit of the volunteer groups choosing.

Also, The rodeo club has offered to pay the water and power bill in addition to the normal lease fee of \$2,500.

Danny Bierschwale: With the current conversation about resort tax and Ker'ens departure in mind; What do we see for staffing in the future? The concept of building in dollars for maintenance/ operations from RT and paying a director's wages and with that, the potential for CVB dollars that could go for marketing and pay wages for a fulltime marketing manager.

Reality is where we are today. If you look at operating costs, operations and wages are the big ones. Rent is the primary operating cost .

Stop gap: with Ker'en's departure, the Executive Committee has taken a look at staffing. Barbara Shesky is to act as the interim director for one year until we get a sense of where we are at next fall. Danny feels that he can justify a portion of her wages and 1/4 of her incidental travel expense being allocated from the GGP fund to get an appropriate Director's compensation package. That would allow us to allot 10 hours a week front deskstaff, answering phones, visitor services and cleaning. We are again applying for the Yellowstone Country Visitor Information Center grant which, this year, is up to \$8,000. We are also applying for the Montana Office of Tourism grant which is offering up to \$5,000 for VIC staffing. This year's budget has those specific dollars built in to get us from where we are now to a year from now. We can then look at having two positions Executive Director and Marketing Director that would be funded with CVB and RT monies.

Danny and Scott Demaree will go to see the landlord after this meeting to see about locking in at our current rent.

Cheryl is look into turning the CDs into liquid cash - we do not anticipate having to do this again in the future.

Motion to approve the 2013 operating budget and promote Barbara Shesky as interim Executive Director.

Resolution #: 022013-02

Moved by: Richard Parks

Seconded by: Gina Knight

Status: Carried

Vote: All In Favor

2.3. GGP Project Management

Daniel Bierschwale

This portion was included in the Operating Budget discussion.

Status: Completed

2.4. Policies and Procedures Manual

Daniel Bierschwale

A new Policies and Procedures Manual was handed out for review 2 months ago, last month, revisions were requested. Additional revisions are needed before this document can be signed.

Resolution #:
Status: Parked

3. New business

3.1. 2013 Board meeting calendar

Daniel Bierschwale

Minutes:

Board meetings: Do we want to keep it on Wednesdays at noon?

Anna Holloway: Midday in summer isn't going to be the greatest.

Evenings work better for MacNeil, Danny, Anna in the summer.

Discussion evenings versus afternoons –

Switch to Thursdays at noon -- March 21st, April 18th and May 16th

In June switch to evenings for the summer at 6pm --June 20th, July 18th, August 22nd and Sept 19th

Then Oct 17th at noon

Depending on what month we should have the Annual meeting November or December the dates and times for those two months will be announced at the next meeting.

We are going to meet every month this year.

Status: Completed

4. Committee Business

4.1. Properties and Facilities

MacNeil Lyons

Renewal of Rodeo Club Lease

Minutes:

MacNeil Lyons: Amy Howie - (Upper Yellowstone Round-Up Association) was unable to attend today's meeting so Macneil, Barb and Amy had a discussion at the Chamber office yesterday:

Updated the lease to reflect the additional \$450.00 That they are paying us.

Bill Berg: History on the Rodeo Club and why it is a year lease not just a weekend lease.

The rodeo club takes care of the people wanting to use the grounds for their horses. They purchase the insurance for a year. Anna thinks the lease is fine for this year and wonders does this lease prevent other activities? Should we have a discussion with the rodeo club about it? We need to understand anything going wrong with the properties.

Richard Parks: Ask Amy about potential capital investment for the facility that we should roll into the RT and the same for the community center.

Motion to approve the renewal of the amended rodeo grounds lease with the Upper Yellowstone Roundup Association.

Danny and Amy will sign the lease later this week.

Resolution #:

Moved by: MacNeil Lyons

Seconded by:

Status: Carried

Vote: All In Favor

4.2. Rodeo Club

Upper Yellowstone Roundup
Assoc.

Adendum to rodeo lease

Minutes:

This portion included in the Properties and Facilities portion as Amy Howie was unable to attend today.

Status: Completed

4.3. Yellowstone Country

Daniel Bierschwale

Update

Minutes:

brief discussion

Status: Completed

4.4. Marketing

Jean Modesette

Update

Minutes:

The marketing committee has been very busy even with no money!

Danny had asked me to researching CVB status; Not everyone qualifies, it depends on bed tax collection. We think that we have met the criteria. We will have to go to TAC every year with a marketing plan.

Last week she met with Western Sky Multimedia. They are going to start their own VC in the old Firehouse 5 in Livingston. They are creating magazines. the Livingston Chamber has partnered with them. They may call you for ads. Currently Sheilds Valley is included we are not, nor Cooke City. We don't want to be combative, we support their efforts.

Outside Bozeman- they are doing an article on the Lamar Valley and Yankee Jim Canyon promoting Gardiner.

We are going to be updating the Chamber website homepage and photos.

Scott Demaree had a great idea to have contest / give away gift basket to a winner and use their photos on the website.

Also, MTOT does road trips for 3-4 days and do live posts and it has gone really great. They are coming to Gardiner the 1st week of May they will do live posts and meet businesses. Then on May 6th they will hold a workshop on branding and tourism- we should all go to it. Gina Knight, Cowboys Lodge, will donate a night of lodging to the group.

We have over 1,000 fans on Face Book now!! We have beat Livingston and West Yellowtone! Now Jean is aiming to beat Jackson next and then Big Sky. We receive many compliments from FB fans. Very positive and very little negative.

Sabina Strauss from the audience-Do we have staff going to the Governor's Conference? Yes, Jean and now Barb will attend as well.

Status: Completed

4.5. Gateway Cooperatives & Partnerships

Barbara Shesky

Northern Range Project

Minutes:

Northern Range Project: we applied for a grant last year through Yellowstone Country and we were awarded \$3,500 for branding and logos. We then we applied to MTOT for an E-grant and were awarded \$8,000 to fund a Northern Range website tied to Cooke City and our chamber's sites. Jean will touch base with Donna from Cooke City and TDG, the branding company, this week.

The Montana film office is gathering info and funding for a video to go along with their website. They are willing to let us use some of their footage. Jean is looking at a production company out of Helena. The video will cover Yankee Jim Canyon to 4 miles past Cooke City.

She had a meeting with Rick Hoeninghousen from Xanterra about additional funding.

We haven't decided the content on the video yet.

Richard Parks: "Backroads of Montana" PBS program- could we get them to come here to do a show? They are out of U of M.

Sandy Byerle: she has some employees that are MSU film students -Will Fryhoffer, she will have him talk to Jean since grant money is going to have to fund this project.

Status: Completed

4.6. Gardiner Gateway Project

Daniel Bierschwale

Update

Minutes:

We submitted an application to the Federal Lands Access Program Grant, it was 98 pages with the letters of support. The Steering Committee spent a lot of hours tweaking it . It will go before a review committee consisting of the MT-DOT, FED HWY and County Attorneys. They will be choosing who receives funds.

There will be a committee that will come to town to see where the project work is going to take place.

If you want to see the grant application we submitted you can go to commissioners page of Park County and it can be seen online. Awards will be in August. Press coverage came about because of this application.

Scott Demaree: If this 10 mill + comes through, who gets the money?

Danny: Park St., Main St., a portion of Arch Park and side streets.

So we need a 1 mil match, some of which will come from Park County, YNP and (hopefully) resort tax. It's a 13% match we need to have.

Status: Completed

4.7. Resort Tax Petition, Public Restrooms & Gardiner Welcome Center

Richard Parks

Update from the Committee

Minutes:

Richard Parks: RT committee has met twice, we have a good timeline. We should have a draft on time.

Election has to run a vote for municipalities in November and this can be put out at that time on approval of the petition. The vote would be on the 6th or 5th of Nov at that point we would know it would take effect in June 2014 June – Sept. so that those who live here year 'round aren't so impacted by it.

The RT would net about 1 mil.

Next step meet two weeks from last night.

How it would be allocated is the biggie.

Jean Modesette: So when you talk about the months that it would cover; does that have to be voted on?

Richard: Yes, all the information has to be in the petition. There is no breakout of it. There is no option to vote yea on one part and nay on another part.

Looking at forming a Resort Area District Board with 5 Board members.

Sabina Strauss: can we pick specific months or is it quarters? So if we start June 2014 when will Gardiner see the 1st money allocation.

No receipts due until July so \$\$ would be sometimes in August or September. The Board will still have to meet and work at it prior to the \$\$ coming.

The petition is only one page not huge like a grant application- it will be easy for the public to read.

Status: Completed

4.8. Membership

Gina Knight

Membership retention and drive

Minutes:

Gina Knight is contacting members that have not renewed and gave Barb a list of March renewals. Gina will call on them and then Barb will send out the renewals and we also have a prospect list.

Status: Completed

4.9. Events

Anna Holloway

Update on plan for this season's events. Yellowstone- Gardiner Stampede! (FKA Gardiner Yellowstone 5k fun run walk) & Brewfest in the Park.

Minutes:

Anna Holloway: Everything going good. We have renamed the Yellowstone 5k, Fun, Run, Walk to "Yellowstone-Gardiner Stampede" There will be the 5k and new this year a 10k it is on June 15th this year. We have new art for it this year.

Brewfest in the Park will be Saturday, Aug 17th . We have new art for that too. We are going after more food and craft vendors this year and will have a contract and prepayment to ensure they show up.

We are going to take the \$100 that had gone to radio and advertise in the Bozone instead they are giving us a ½ off the normal ad cost.

Anna found 10 free Montana websites for running and we are using those.

She is also creating events Facebook pages for each event

These events are fundraisers for the chamber.

Barb gave Anna password so she could go into Chambermaster and posted all the events .

Silent Auctions or raffles as individual "events" and a booth at brewfest

Lisa Curtis suggests a Winterfest idea when there is the Jardine Ski Run and the Chomp and Stomp
Let's look at that in August.

Status: Completed

4.10. Public Comment

Gardiner Chamber

Minutes:

No additional public comments.

Status: Completed

4.11. Date Next Meeting

Gardiner Chamber

March 20, 2013 12noon at the Community Center

Minutes:

The March meeting date has been changed to Thursday, March 21st at noon at the Grocery store upstairs.

Status: Completed

Total time scheduled: 90 min

Recording Secretary:

Chairperson:

Date:
