



Gardiner Chamber of Commerce

Meeting date: **Thursday, September 12, 2013** **Started: 12:00 PM** **Ended: 1:07 PM**

Location: Upstairs at the Gardiner Market

Purpose/Notes: Regular scheduled meeting

Chaired by: Daniel Bierschwale

Minutes rec. by: Gardiner Chamber

Attendance:

Present: Barbara Shesky, Daniel Bierschwale, Gardiner Chamber, Scott Demaree, Feathers in Flight, Cheryl Hoppe, Gina Knight, Jean Modesette, Richard Parks, Yellowstone Basin Inn

Regrets:

Absent: Gardiner Market, Headwaters B&B, Montana Guide Service, Mountain Home, Mountain Mike's Tours, Town Cafe, Upper Yellowstone River R, Wild West Rafting, Wildflour Bakery, Yellowstone Grill, Yellowstone River Lodge, Yellowstone Safari, 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, Bill Berg, Best Western By Mammoth Hotsprings, Sandy Bierle, Big Wild Adventures, 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, 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, Anna Holloway, Home on the Range, Johnstad's B&B and Log Cabin, Kelle's Montana Saddlery, Kremer's Cenex, Little People's Learning Center, Livingston Job Service, Chris Lyness, MacNeil Lyons, 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 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, Brian Suderman, 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

Daniel Bierschwale

Daniel Bierschwale

Richard Parks

Anna Holloway

Gina Knight

Scott Demaree

Sandy Bierle

Cheryl Hoppe



MacNeil Lyons
Jean Modesette

Minutes:

MacNeil Lyons and Anna Holloway-Excused

Sandy Bierle-Unexcused

All others present

Status: Completed

1.2. Director's Report

Barbara Shesky

Update on office operations

Minutes:

We had another great month, we had 2,157 walk-ins as compared to 1,198 last year. We also had a significant increase in the number of phone call, nearly doubling what we had last year. We gained an additional member, Mountain Mike's Tours out of Island Park. Our current membership being at 129 as compared to the fianl tall last year of 123.

The newsletter showed a slight increase in revenue over last August and we seem to be on track to reach the budget expectation for the newsletter income.

NPS visitor stats (with regard to the new methodolgy) shows an increase in gate vehicle count this August of 56,317 as compared to 55,243 last August.

Of note was a decrease in the number of chamber website hits. Barbara will look into this further.

Plans for the annual member meeting are beginning, we will be seeking a location to hold the meeting and asking for catering bids for this year's function. We will be planning on having the meeting to electing the Board members and immediately following we will elect the Executive Committee and present the budget.

Status: Completed

1.3. Treasurer's Report

Cheryl Hoppe

Minutes:

As we know the chamber was operating on a deficit budget for this fiscal year.Barbara feels that we will start to see the effects of this over the next two months and into the beginning of the month of December when the most membership renewals will begin to filter in for a January 1st renewal date.

Barbara will start generating income statements and statements of cashflow to bring to the meetings over the next few months in addition to the bank account balances. Cheryl will contact the Bank of the Rockies to investigate cashing out or rolling over our CD's as was discussed at the beginning of the year. We will want to have a strategic plan in place for the upcoming Annual meeting on November 21st.

Status: Completed

1.4. Approval Of Last Month's Meeting Minutes

Daniel Bierschwale

Resolution #: 092013-01

Moved by: Jean Modesette

Seconded by: Richard Parks

Status: Carried

Vote: All in favor

2. Old business

2.1. Request to use Gardiner Map by a private writer

Barbara Shesky

Mark Gardiner has requested to use the map created by/for the Gardiner Chamber of Commerce in a book he is writing.

From meeting of 7/18/2013

We have questions: what is the book about? liability? we hold the intellectual property rights, and while the compensation could be trivial if he is writing it for his own amusement that is one thing, if he is going to publish it in the web or sell it we need more detailed information before we will be willing to give permission.

Minutes:



The Board has opted to pass on this request. Barbara will contact Mr. Gardiner to inform him.

Report:

The response that I recieved was not very clear in shedding light on the nature of the book or longterm plans for its publication future. It seems that he is doing this for his own amusement rather than profit.

Status: Parked

3. New business

No New business

4. Committee Business

4.1. Yellowstone National Park

Brian Suderman

Minutes:

Brian Suderman was unable to attend the meeting

Status: Completed

4.2. Marketing

Jean Modesette

Montana Quarterly

Facebook

Minutes:

The Fall issue of Montana Quarterly has come out with our double-truck spread. We used the same layout and winter theme as we did last fall due to the fact that Barbara's time did not allow for ad re-creation. The spread theme is "Where Will the Road Take You?" to promote Fall and winter travel.

Jean reports that we are approaching 1,800 Facebook fans and that we reached 28,000 people this past month.

Status: Completed

4.3. Gateway Cooperatives & Partnerships

Jean Modesette

NRPC Update

Minutes:

The new website is live. We are tweaking the press release for a release next week. tdg communications will be training Jean, Donna and Barb on how to do the updates for this website ourselves.

We were also awarded a \$5,000 grant by MTOT film office. We will be looking into matching grant funds to complete a short film of the Northern range, Gardiner and Cooke City. Scott will approach Bob Landis to see if he would be willing to assist with footage or a voice over.

Great Job Jean!

Status: Completed

4.4. Properties and Facilities

Daniel Bierschwale

Community Center Inspection

Minutes:

We received the Inspection report on the Eagle's Hall AKA the Community Center from Brainerd Home Inspection.

Points of interest:

The report indicates several serious issues with the building that could lead to liability issues. Run-off from the "Devil's Slide" building next door is eroding the foundation of the Eagle's Hall, along with a number of other issues. See report.

We have experienced communication challenges with the Community Cneter and still have not had a lease put in place. There are also issues with the insurance being carried on the building, which Barbara is trying to figure out with our insurance carrier, Capitol Insurance.

Anna serves on 3 Boards involved.

Question posed: "Does it have value to hold the the deed on the Community Center, is that in the scope of



our mission."

Point: If the resort tax does pass and we do achieve Convention and Visitor's Bureau status, we will be in need of a place for conventions.

Status: Parked

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

Daniel Bierschwale

Update on the progress of the RT petition and strategy for campaigning.

Minutes:

We obtained 123 signatures on the Resort tax implementation petition and have delivered it to the Clerk and Records office in Livingston. We hope that our next step will be getting it onto a November mail in ballot. If we have enough signatures then the County has to publish a public notice for several weeks and then the ballots created and mailed out to those eligible to vote. The committee will reconvene for canvassing, education strategies to address public concerns regarding privacy of business income statistics and make sure that everyone is aware that this is a seasonal tax not year-long, that the plan is to have a locally elected board created to disperse the funds, for which we will need some very solid and dedicated candidates. We look at creating a Q and A page to be published in the newsletter weekly once the petition actually goes to a ballot for public vote.

Status: Parked

4.6. Public Comment

Gardiner Chamber

Minutes:

None

Status: Completed

4.7. Date Next Meeting

Daniel Bierschwale

October 17 noon, upstairs at the Gardiner Market

Status: Completed

Total time scheduled: 60 min

Recording Secretary:

Chairperson:

Date:
