

We have collected enough signatures on the petition to create a local Resort Area District. Once the commission approves the petition then it will go to a vote next May, the summer will be the time for people to campaign to be elected to that Board in November of 2015.

We signed a buy sell with the owners of the Yellowstone Gallery and Frameworks. We will be taking ownership of the property January 6, 2015. We have a home now to promote Gardiner. We received a \$15,000 grant through the Big Sky Trust Funds to help pay for the Architectural Concept and Design plans. We will continue to leverage \$\$ moving forward.

The newsletter continues as a Community Service. The Chamber purchased a \$10,000 commercial grade printer when it was determined by Xanterra that they could no longer print the newsletter. The Newsletter is now produced completely in house.

With regards to events; a new event, the Horse Drive was created and was successful. Jean will review our presence on Social Media such as Facebook and our video.

The GGP is moving forward. Boots on the ground with the utility work beginning with the water main replacement this past fall. The Steering Committee is at 95% design completion. We will do our best to communicate what is going on. We will have plans available for viewing at the Christmas Stroll.

We have big ideas for the Centennial Celebration. We would like to bring Joanne Gardiner on board. She was the events planner with the Red Ants Pants Festival and the Hoot. She was also Vice President of Sony. Planning will need to begin now for the celebration in 2016.

Over the next year we hope to apply for CVB status which will give us access to a portion of the bed tax dollars already being collected here through the Tourism Advisory Committee. We will be moving into the new office and plan the renovations, apply for a TIIP grant (Tourism Infrastructure Improvement Program) to help pay for the actual construction. We will also begin strategic planning and a Board succession plan as well as staff development-branding and marketing strategies.

7:15-7:25

Marketing: Jean Modesette

Minutes:

Marketing without funding was challenging. By partnering with the Cooke City Chamber we were able to create the Northern Range Promotional Cooperative. We applied for and received a grant from the Montana Film Office for the creation of a video. We did this because people still do not

know that they can drive into Yellowstone via our entrance in the wintertime. We created a 2 ½ minute video and the grant funded ½ of the cost. The video was launched in April. We used footage available through the Montana Office of Tourism. Area footage was filmed and the video was created. In the first two days of posting, the video went viral. 71, 000 people saw the post, we succeeded in pressing that emotional button. The video is now posted on the NRPC website, the Chamber website, Yellowstone Country, the MTOT and Cooke City websites as well; and can be posted on Chamber member websites too. All the comments have been positive. We presented the video at the Governor's Conference as well for additional exposure.

The new Horse Drive event this year was based off the annual drive done by Hell's A-roarin' Outfitters. This year 180 horses were driven through town, Over 350 people attended the dance that evening. Frankie was very involved in making it a success. Feedback from lodging and restaurants was that they were very busy.

We placed reduced cost print ads in Montana Quarterly again this year.

In June, Barbara was contacted by Old Hand Holdings out of Jackson and leveraged a free ad in a magazine all about Yellowstone. The magazine is in the Mandarin language and has been distributed in China to tour operators there, it is also online at Yellowstone.com.cn a Chinese website in Mandarin that is all about the Greater Yellowstone Area.

We updated the Chamber website recreational pages, we have live links on the home pages.

We updated our email version of the Chamber newsletter using Mail Chimp we have 845 subscribers.

New photos of Gardiner have been posted on the Yellowstone Country Website.

We had great feedback on Brewfest- everyone enjoyed the band the Hooligans this year. and for the first time we offered etched glass pint glasses as part of the entry fee.

Our Facebook following continues to grow- we connect with visitors and potential visitors- we are engaging people to come back to Gardiner.

7:25-7:35

Resolution/member vote: Properties and Facilities- Schalene Darr/Danny Bierschwale –
Title transfer of the Eagle's Hall/Gardiner Community Center Building to the Greater Gardiner Community Council.

Minutes:

Motion 20141120-02

History on how we have come to own two properties: The Rodeo grounds was gifted to the Chamber by a group of locals that purchased the property when the railroad pulled out of town. We were also given the Community Center when the Eagles dissolved. They did not want to place the property on the market, the Chamber took the property to keep it for Community use. Kelly Bell, Anna Holloway and Max Brenzel kept the building going, thank you.

It has been impossible for the Chamber to maintain the building. Recently, the Community Center folded into the Greater Gardiner Community Council and the GGCC has been leasing the building since July of this year.

There is at least \$100,000 in work that needs to be done on the building. As a 501 C-6 we are not eligible for certain grants that the GGCC as a 501 C-3 is. The building does not quite fit into the Chamber's Mission and the best opportunity we see is through the GGCC; through grants and pursuing having the building placed on the Historical register So I (Schalene) would like to make a motion that the Chamber offer the deed to the Community Center (AKA Eagle's Hall) to the GGCC in a contract that maintains the building in for Community use with a restricted deed transfer to include first right of refusal if the GGCC should dissolve or that ownership revert back to the Chamber with an attorney's review.

Discussion- Bill Berg- The GGCC is pursuing the housing issue, the creation of a Depot Library and the Community Center is on that path. It is important to the town- a fixer upper- and possibly a money pit but they would take it on with great respect and keep the lights on so to speak. Find funding via grants and the historic register, the Resort Tax fund and possibly Community Block grants.

Danny- As a Chamber we can't do this, all we have been doing is keeping the doors open. The GGCC has 7 Board members and a 5 person advisory committee to pursue this. The doors would have to be shut, the liability is too much for us (The Chamber).

Positive reception to the idea from the audience and comments regarding the creation of the wording in the deed.

Frankie Aars Seconds the motion

All in Favor – motion passes.

A meeting will be set up with members of the Chamber and the GGCC to discuss the deed restrictions to be put in place and the document will be created by the Chamber lawyer Robert Jovick. The hope is to have the building transfer ownership around the first of the year; that is when the lease with the GGCC expires.

We are excited about this transition and opportunity to give this building a new beginning and a new life.

7:35-7:55

Cheryl Hoppe:

Resolution/member vote: 4 seats on the Board of Directors up for election: Running this year: Sandy Bierle, Danny Bierschwale, Sabina Strauss *(Additional candidates may appear on the ballot as they are still considering the opportunity at this time)*

Minutes:

Motion 20141120-03

4 Board seats available Richard Parks is moving on to be an advisor on the Resort tax advisory committee being formed by the Park County Commissioners' Office. So this year we have Danny Bierschwale and Sandy Bierle running for a second term. Sabina Strauss of the Yellowstone Basin Inn and Hal Broadhead from YPSS, and longtime resident of Gardiner who has lived here for 30 years with his wife and raised 3 boys is also running for a position this year, due to a prior commitment though he is unable to be in attendance this evening but will be committed to being on the Board.

Since we have 4 seats and 4 candidates running Richard Parks makes a motion to elect the slate as presented. Frank Aars seconds the motion Discussion- none. All in favor (This includes those members in the audience who have a right to vote on this topic) Motion passes.

7:55-8:00

Public Comment-

8:13 Meeting adjourns

8:14

First meeting of the 2015 Board of Directors begins

8:14

Roll Call: Danny Bierschwale-Jean Modesette, Cheryl Hoppe, Frankie Aars, Scott Demaree, Schalene Darr, Sandy Bierle, Hal Broadhead, Sabina Strauss.

Minutes:

Hal Broadhead- excused, all others present quorum present.

8:14-8:20

Resolution - Board Executive Committee appointments. This is necessary so that the office can continue to function and pay the Chamber bills.

Minutes:

20141120-04

Running for Chamber President again this year- Danny Bierschwale, Vice President Jean Modesette, and for Treasurer- Cheryl Hoppe.

Schalene Darr makes a motion to elect the slate as presented. Scott Demaree seconds the motion. Discussion: none. All in favor – motion passes.

8:20- Raffle prize drawing

Minutes:

Winners are:

\$25 gift certificate- Gina Knight. Horse quilt- Laura Williams.

Public comment- (None at this time this was an open discussion meeting and the public joined in on all topics.

8:19

*The next meeting of the Gardiner Chamber Board of Directors will
December 18, 2014 at noon upstairs at the Gardiner Market.*

8:19

Meeting Adjourned