



Gardiner Chamber of Commerce

Meeting date: **Thursday, April 17, 2014** Started: **12:00 PM** Ended: **1:00 PM**

Location: Upstairs at the Gardiner Market

Purpose/Notes: Regular scheduled meeting

Chaired by: Scott Demaree

Minutes rec. by: Gardiner Chamber

Attendance:

Present: Frankie Aars, Bill Berg, Sandy Bierle, Daniel Bierschwale, Gardiner Chamber, Cheryl Hoppe, Richard Parks, Barbara Shesky, Brian Suderman, Yellowstone Basin Inn

Regrets:

Absent: Mountain Home, Mountain Mike's Tours, Outwest T's, Town Cafe, Upper Yellowstone River R, Wild West Rafting, Wildflour Bakery, Yellowstone River Lodge, Yellowstone Safari, YP Riverfront Cabins, Schalene Darr, "Be Our Guest" House, Above the Rest Lodge, Absaroka Lodge, B Bar Ranch, B Wood Photography, Best Western By Mammoth Hotsprings, Big Wild Adventures, Child Care Connections, Comfort Inn- Yellowstone North, Aspen Cottage, Crevice Mountain Lodge, Scott Demaree, Diamond Bar Heart Guest Ranch, Elk Inc, Elk River Art Gallery and Studio, Elk River Lodge, Entre Nous, ERA Landmark Western Land, Gardiner Food Pantry, Gardiner Laundry, Gardiner Market, Gardiner Pharmacy/Yellowstone Perk, Gateway Hose Company, Gold Strike Gifts, Graybeal's All Service, Greater Gardiner Community Council, Headwaters B&B, Hell's A Roarin' Outfitters, Hillcrest Cottages, Home on the Range, Chico Hotsprings, Johnstad's B&B and Log Cabin, Kellem's Montana Saddlery, Absaroka Knoll Construction, Little People's Learning Center, Livingston Job Service, Cowboy's Lodge, MacNeil Lyons, Medcor Inc at Yellowstone, Midwest Welding and Machine, Jean Modesette, Montana Buffalo Company, Montana Guide Service, Montana Whitewater Rafting&Zipline, Mountain Mobile Auto Glass, 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, Rockin' HK Outfitters, Smith Family Ranch, Stafford Animal Shelter, Stonegate Chiropractics, Story Distributing, Subway, Sunny Slope Lodge, The Wildside Tours and Treks, Tumbleweed Bookstore & Cafe, 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

Frankie Aars

Scott Demaree

Sandy Bierle

Cheryl Hoppe

Schalene Darr



Jean Modesette

Minutes:

Scott Demaree, Schalene Darr & Jean Modesette excused. Quorum present.

Status: Completed

1.2. Director's Report

Barbara Shesky

Update on Office Operations

Minutes:

Over the past month along with every day office operations that include: paying the bills, managing Quick books, I have gotten our quarterly taxes and yearly 941 tax reporting information to the new accounting firm Hillman, Moody and Associates. Our yearly taxes are due May 15th but Cat Moody will most likely file an extension because she has some ideas on how to improve our Quick Books and how to streamline how the GGP fund is disbursed and reported. I have also been attending to member needs, creating the weekly newsletter and assisting visitors as well as potential visitors in navigating our area and finding chamber members who offer services that meet their needs.

I attended a meeting with Park County officials along with Danny, Sabina & Richard, to better understand the process regarding the implementation of the resort tax. Now that the tax has passed, I will try and assist Park County. They will begin mailing out the information packets regarding how businesses implement and report the tax collection. The contacts for questions regarding the tax are Kevin Larkin Park County treasurer 222-4106 and Reae at the Commissioner's Office 222-4106.

I was contacted by the National Parks Conservation Association to aid in gathering population information about Gardiner for their new edition of "Gateways to Yellowstone" Report, which I did.

I also attended a meeting with representatives from Park County, Yellowstone National Park and the Community Council to create a cohesive plan regarding interpretive sign placement along Park Street from the Arch Park to the Confluence of the Yellowstone and Gardiner Rivers, this new Park is going to be quite nice by the way! We also will be creating interp panels for the Highway 89 corridor, as well. We have gotten a handle on what each location will describe and some of the really interesting features will include animal foot prints embedded in the cement sidewalks as well as carvings into the sidewalk and sitting wall bordering what we call the triangle that will name and give elevation stats regarding the surrounding mountain ranges along with some 3 dimensional art. We will continue to meet and firm up exactly what we want the panels to say and how we want them to look. We are going to do our best to make these panels blend in with the natural elements of Gardiner and give tourists the information that they are seeking with regards to the natural landscapes they see and the history of the area.

I also participated in a conference call with Jean and Donna Rowland of Cooke City regarding the release of the Northern Range video which has been a fantastic hit. We are currently in talks with the Montana Office of Tourism to see the video be placed on the States Face Book page.

I also attended this year's Governor's Conference with Danny, Jean and Donna where we highlighted the Northern Range, gave away a fantastic Door prize supplied by our Chamber members; Yellowstone Safari, Montana Buffalo Ranch Company Cabins, Paradise Adventure Company and the Gardiner Market. Following the Montana Brand continues to be a goal for us and the Northern Range Video that we created follows the brand pillars very well. I urge all the Chamber members to educate themselves on the state's strategy for marketing as it is working very well for the state. If anyone should need direction on how to do that they can feel free to contact me to set up an appointment to learn more.

I managed 1,994 emails (this is a google analytics stat that is from March 15th to April) this is a much more accurate tracking of emails than what I can do by making ticks on a piece of paper!) I sent out 16 travel packs in the month of March. We had a nice influx of cash for the newsletter this month due to the decision by Chamber Member the Gardiner Market, to utilize the newsletter to distribute their weekly specials flyer.

Comparison numbers for NPS visitation are still not spot on as it was in June that the Park changed their methodology. So my comparisons are not 100% accurate at this time. I am disturbed by the number of hits that are being reported by the Chamber Master program for our website, I have double and triple checked the numbers I reported last year and they still come up the same and this years are way down. I contacted Chamber Master to no avail, they could not give me a rational answer.

Status: Completed

1.3. Treasurer's Report

Cheryl Hoppe

Update on Chamber's financial status this report may be given by the Executive Director as needed.

Minutes:



See attached-

Status: Completed

1.4. Approval of prior meeting minutes

Daniel Bierschwale

Approval of the January 16, 2014 and March 20, 2014 meeting minutes

Minutes:

All in favor, motion carried.

Resolution #: 041714-01

Moved by: Sandy Bierle

Seconded by: Richard Parks

Status: Carried

Vote: motion passed

2. Old business

No Old business

3. New business

No New business

4. Committee Business

4.1. Yellowstone National Park

Brian Suderman

Update on YNP

Minutes:

Regarding Mammoth Hotel staying open year-round- this is way in the future there are a lot of infrastructure issues that need addressed so it will be 2018 before we can see this occur.

There is a series of public meetings to be held regarding the fish and fisheries program in Yellowstone new regulations this year. The more major changes were made last year. Friday is the Park opening of the roads to West and OFI - the weekend will be a fee free day for Kickoff National Parks week. There is still a lot of snow so hiking at this time is a challenge. Road construction has started Norris to Mammoth; they are moving snow at this point to start work but expect delays right away night closures will start June First.

The Park just put out a news release regarding the new winter use plan and the new permit contracts there are fewer contracts and there are old companies that didn't get the contracts and there are some new ones that did get permits for guiding snowcoach and snowmobile tours.

OF note: Best Western, DBA-Yellowstone Year round Safaris was awarded a contract for two transportation events per day out of our entrance. Xanterra has 13 events 1 of which is a snowmobile trip Xanterra stopped snowcoach trips from West as of last year and transferred their permit to our gate.

Status: Completed

4.2. Gardiner Gateway Project

Daniel Bierschwale

Gardiner Gateway Project update

Minutes:

Architectural design plans are at 50%. Federal Highways Administration who admins the FLAP grant that Park and YNP will hold a meeting on the 28th of this month.

The interplanning dove tails into the MDOT right away properties on Hwy 89 and the YC kiosk we took over. We are looking at a location near the bridge and the intersection of the Jardine Road and Hwy 89 for pocket parks and wayside orientation. We are also looking at getting the Forest Service involved. The cul-de-sac next to the YC kiosk is an MDOT location. We are looking at this spot and all the way down to the rodeo grounds for a more formalized "Welcome to Gardiner" sign and then on Park street we will have the Welcome to Gardiner Visitor Center. A new park; the "Confluence Park" that is the first access point to the Yellowstone river the longest free flowing river in the lower 48 will also be created.

Brian- how will people know to go there? Danny- we will have traffic interplanning and walking tour interplanning and



maybe an app. and a walking tour brochure to help people get a grasp. We want to integrate so people will understand. The representatives are Jo Suderman and Tammy Blackford & Eric Ackley from YNP Danny and I for Gardiner and Karen Rinehart for Park County. RT \$\$ may also be pursued for this project.

Status: Completed

4.2.1. Resort Tax, Gardiner Welcome Center & Public Restrooms

Richard Parks

Update on the Seasonal Resort Tax Initiative and Prospects for a Gardiner Welcome Center. Reports may be given by other members of the Resort tax committee as well.

Minutes:

The resort tax passed 3-1. This shows a good sign from the community for change and moving forward we can expect some angst and frustration over the next few months in getting this organized. The first ordinance reading took place on the 15th the 2nd will be May 1 at the Commissioner's chambers.

We signed the Buy/Sell and committed the earnest dollars. Thank you to Sandy and Frankie for going to meet the lawyer, Bob Jovick. Two issues were the trust indenture and the remodel. There was language that constricted the chamber from making changes to the property without contacting the seller that was pulled. The limited prepayment was non-negotiable for the seller so we accepted that we can't prepay beyond the amount indicated in the contract. We can actually start moving forward with the design phase. Joe Regula would like to have a conversation with the chamber on design elements and such. The American Legion has shown interest in maintaining the flags outside the Welcome Center. One of the areas that the Chamber has been assisting with is trash removal on Park Street, do we want to continue- do we want to add recycling? Maintaining trees for streetscape- do we want to play a role in that? We will figure these out.

Frankie- who is following up on the title commitment? We will want to follow up on that with regards to boundaries. Bob Jovick our lawyer will be doing this. We are still constrained by a confidentiality agreement.

Sabina how long is the term on the loan? We haven't decided that. We will figure that out after RT collections come in as to a 10 year versus 20 year mortgage.

Danny will be talking to the property owners because we want to do a press release.

Governor's Conference-US travel Advisory Council was there discussing infrastructure needs. Danny talked to Jeri Duran - the Director of MTOT and let her know that we got a good return on her investment after the FLAP and the resort tax \$\$- that 32 million will be the longterm return on the state's investment in us. She was duly impressed and stated that we should speak to the Governor.

Status: Completed

4.3. Membership

Sandy Bierle

Update on memberships

Minutes:

Our membership numbers are holding steady.

Status: Completed

4.4. Events

Frankie Aars

Update on upcoming events or potential events

Status: Completed

4.4.1. Brewfest in Arch Park

Frankie Aars

Update on the Annual Brewfest in Arch Park Chamber fundraiser.

Minutes:

We have the band hired - it is the Hooligans out of Bozeman. We are preparing an e-blast that will go out to all the brewers. Frankie stopped at 5 breweries while she was up in Missoula to ask them to consider them to participate. We are asking the brewers to come in to the brewfest as opposed to the Chamber selling the beer and wine through distributors.

Poster design is in the works with the singing buffalo and the arch that is seen in the Horse drive poster

Status: Completed



Frankie Aars

4.4.2. Yellowstone's Epic Horse Drive

Update on the new this year event.

Minutes:

Frankie Horse drive posters have been distributed. They are from here to Polson- everyone that has received them is really excited to put them up - they knew what was going on with the GGP and RT and watching. The Horse Drive is pretty well organized the committee has a few details to work out. There will be the horse drive and dinner/dance along with cowboy poets on Saturday and Cowboy church, Britton Gray will deliver the message. Annie Castillo is working on the craft bazaar, we have people from Michigan and New Mexico coming, we have a band scheduled to play down there (Arch Park) and in contact with a second we are going to start the rodeo at 3pm so as not to conflict with graduation.

We still haven't turned in the beer and wine apps Frankie was waiting on other committee members as far as beer and wine distribution. When Hell's Roarin first offered to partner Sue J posed that the rodeo grounds needs new chutes and asked if we could assist in rebuilding the chutes from this event's profits. Frankie asked her for cost to present to the Board and she contacted Schalene on the terms of our lease. The rodeo club is responsible for upkeep. Danny asked Frankie to remind the Rodeo club that now that the RT is passed, they can apply for those funds too.

Frankie- is there a way that we would be willing to work with Rodeo club to rebuild the chutes? Frankie does not have the numbers though from Sue yet but knows that the place that does repairs would give us 30% off the figure that was tossed around which was \$13,000, so that would be around 10K.

Does this need to be done right now? No- Frankie had suggested we look at giving them a portion of the proceeds.

Sandy- so the chamber would have to run the concessions and then turn the proceeds back over to the rodeo club? The proceeds have to benefit the chamber so the question is- Would we give them some \$\$?

Richard- the concessions at the rodeo grounds have been a sore spot for 15-20 years. The rodeo club has always been considered a potential grantee for RT funding so unless it is an immediate concern for safety for this rodeo and the rodeo club rodeo. Then it should wait.

Frankie is forecasting up to 400 at \$20 per ticket for the dance. The costs for a booth is going to be comparable to around the state we charged \$10 per space last year at the Brewfest. This year we will charge 25\$ per space for this. Gina and Donald will be serving food and will increase their charges by \$1 which will come back to use and all the ticket sales from the rodeo will come back- we don't know how many cowboys we have coming. The Legions permit will work for the Father's day rodeo but they only get one permit a year. If Gina and co are catering; can they cater the beer and wine at the Arch Park event? Frankie does not know....

Beer and Wine apps for this events-3. Hells A-Roar-in- we may not need it since it is private property as far as the county so we don't need an open container permit but we need to know from the state if we need a beer and wine permit and we will make sure we clarify this. Arch Park and the Rodeo Grounds permit requests are ready to go.

Danny's biggest concern is how much this event is going to net- Maybe what we can do is if the net exceeds the \$3,000 net profit, consider splitting the additional proceeds.

We would hope for success. Montana Rose is a draw, Bear Creek Council had them once and they still have money.

We need to minimize risk for the Chamber and if we can, then we can have a conversation after we cover our expenses and bring in our projected profit.

Can Frankie go back to the Rodeo club and Sue and let them know that she has presented this and that we need to see actual figures on their side and let them know if we don't make anything beyond the \$7,000 (expenses and projected profit estimate) then we can't give them anything.

Amy and Danny have spoken and Frankie and Sue have spoken and Danny feels that we stick to the budget. He does not think that it would be wise to create higher risk for this organization in order to assist the club. A formal presentation to the Board needs to be made by the club. Danny feels that a simple response is that this is why we have pushed the RT initiative for just this type of situation. He also has concerns about damaging our relations with the club -What if we can't give them anything? is that going to create animosity? Frankie- it could but it shouldn't. Danny just want to control the risk.

Sabina it's a tough one- this is supposed to be a fundraiser for the chamber we have to have the event, cover our expenses- cover the chamber and then see. Cheryl- The bad blood is far enough in the past - we have a very good working relationship for the last 5-8 years and made great strides to make a good partnership.



Do we need to make a motion?

Frankie Yes

Motion- Danny- That "We work with the rodeo club on this event; revenues will flow through to the chamber and at that time, after net income is determined, should the rodeo club want to make a formal request for chute funds, then we will review it: and the rodeo club needs to know that we may not be able to give them any money."

Second Frankie- Discussion- None- All in favor no opposed- motion passes.

Who will be working this event? Frankie we will publish a "Wanted" poster to get more volunteers

Beer permits-Frankie just need to be in town and accessible to the Sheriff's for the beer permit to be good to go.

Jacobs's livestock is organizing the purse This is a PCRA sanctioned points rodeo.

Resolution #: 04172014-02

Moved by: Daniel Bierschwale

Seconded by: Frankie Aars

Status: Carried

Vote: motion passed

4.5. Properties and Facilities

Daniel Bierschwale

Updates on Rodeo ground and Community Center. Frankie Aars- discussion on rodeo grounds. Vote on Rodeo grounds lease.

Minutes:

Rodeo Grounds Lease-The American Legions permit will work for them for the Father's Day rodeo that they put on. We need to sign the lease off. We are removing the beer permit and increasing news ads fund to \$300. Continue to address the upkeep and maintenance of the grounds. We will look at this in June after the rodeo.

Richard motion "With a change of page two - the word realty to real estate approve the rodeo club lease" Sandy second- all in favor -no discussion- all in favor- motion passes.

Community Center Programs are going to dissolve. They will be turning their assets over to the GGCC or the Chamber. Danny has had a conversation with Bill (GGCC) regarding a temporary lease. They (GGCC) is currently assisting with the bookings. Laura is opening the doors. We have had some security breaches so we will be changing the locks in the next day or two. We will look towards working with the GGCC so stay tuned.

Resolution #: 04172014-03

Moved by: Richard Parks

Seconded by: Sandy Bierle

Status: Carried

Vote: Motion Passed

4.6. Public Comment

Gardiner Chamber

Minutes:

Bill Public –As Terry Tempest Williams once wrote; "They are looking back at us from the future." and Bill thinks that will happen with regards to the Resort Tax initiative. We (The town of Gardiner) now have a check book for the town after 132 years. Bill wants to thank us for all the work that the Board has done.

Cheryl- We have 3 past and present Board presidents in the room in 1999 this initiative was resoundly defeated, this is a big change in Gardiner's thinking. Bill was at a meeting and when he announced the passage and there was a number of Chambers and Commissioners there and they all clapped.

Next meeting is scheduled for May 15th at noon upstairs at teh Gardiner Market.

Status: Completed

4.7. Date Next Meeting

Daniel Bierschwale

Status: Completed



Recording Secretary:

Chairperson:

Date:
