



# Gardiner Chamber of Commerce

Meeting date: **Thursday, June 19, 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: Schalene Darr, Frankie Aars, Daniel Bierschwale, Gardiner Chamber, Scott Demaree, Cheryl Hoppe, Jean Modesette, Barbara Shesky, Brian Suderman, Wild Bear Adventures

### 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, "Be Our Guest" House, Above the Rest Lodge, Absaroka Lodge, Adventure Yellowstone, B Bar Ranch, B Wood Photography, Bill Berg, Best Western By Mammoth Hotsprings, Sandy Bierle, Big Wild Adventures, Child Care Connections, Comfort Inn- Yellowstone North, Aspen Cottage, Crevice Mountain Lodge, 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, Medcor Inc at Yellowstone, 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, Richard Parks, 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., Wilderness Connection, Wolf Ridge Lamb & Wool Company, Xanterra, Yellowstone Association, Yellowstone Basin Inn, 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:**

Richard and Sandy excused all others present

**Status:** Completed

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**1.2. Director's Report**

Barbara Shesky

Update on Office Operations

**Minutes:**

See reports at Chamber office for details. Of note walk-ins up from last year from the month of May. Park visitation up from May 2013.

**Status:** Completed

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**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:**

Due to lack of time- a treasurers report was not generated this month. Scott verified with Cheryl that we do indeed have money in the bank.

**Status:** Completed

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**2. Old business**

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**2.1. The Newsletter**

Scott Demaree

Discussion of the current solution's efficacy regarding the newsletter printing dilemma that was brought up in May. Discuss option of the purchase of a printer to be housed in the Chamber office. Comparison of models, discussion of grant application. Vote on purchase of printer

**Minutes:**

Tabled for the 19th – Scott and Barb will bring a proposal to the full Board via email.

*Addendum: June 25, 2014 a vote was taken via email*

The motion

" For the Chamber to purchase a Canon C5250 from J&H office supply for \$10,445"

**Resolution #:** 2014-06-25

**Moved by:** Scott Demaree

**Seconded by:** Schalene Darr

**Status:** Carried

**Vote:** via email- copies on file at Chamber office

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**3. New business**

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**3.1. Resort Tax District Formation**

Daniel Bierschwale

Plans and procedure for the creation of a petition to create a Resort Area District.

**Minutes:**

We need to draw up a petition if we are going to go forward as we have been telling people all along that we would.

Process:

We need to get a template on a petition on forming a district. The resort area would become a district and that would empower the area to form a Board to administer RT funds locally. This is all laid out in Montana Code Annotated.

The petition must have 10% of registered voters from the area sign it. It would then go on the Nov ballot. Individuals would have to be nominated and get their name on the ballot to vote in May for a Board seat. We should get a lawyer involved for this: Park County has to accept it. He or she could create the petition as it is regulated by statute.

Motion made by Frankie to hire a lawyer to create a petition to create a Resort Area District. Scott Second.



Discussion:

The statute prohibits a special election.

There is a process once the petition goes to vote and passes to create the district for people to run for seats. All in favor motion carried.

**Resolution #:** 2014-06-19-01

**Moved by:** Frankie Aars

**Seconded by:** Scott Demaree

**Status:** Carried

**Vote:**

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## 4. Committee Business

### 4.1. Gardiner Welcome Center & Public Restrooms

Daniel Bierschwale

Update on the Gardiner Welcome Center.

**Minutes:**

We had a very good meeting on the 12th regarding our new facility.

We defined three stakeholder: Membership, Tourism Partners i.e. MTOT, YNP and Visitors

We discussed the next step in the process is to put out an RFQ it has been forwarded to the Lawyer Bob Jovick. The 2nd step will be RFP (we are in a buy sell) we need to talk with the property owners on how to announce this Danny will meet on Monday with them to get the process started.

Areas of discussion:

Hub of Visitor activity. Information and restrooms, marketing is another function, current and historical exhibit, restrooms, information, promoting opportunities for recreating in the greater Gardiner area. Administrative operations, newsletter, storage and security was also discussed.

CVB status is something that we are now eligible for. These are dollars that can be allocated to a local organization from the Bed tax collection and those dollars would come back to Gardiner and not to Yellowstone Country. We have to put together a fairly extensive marketing plan and present it to TAC (Tourism Advisory Council) we do not have the capacity to do that this year. It will be a winter activity for us to take on Frankie is willing to assist in this process.

Scott- Danny is no longer on the YC Board any more; should we have someone else apply to the Board? Danny-Wendy from the Yellowstone Association may be able to do it but if she can't we might need to try and find someone.

CVB ties into a Marketing position at the Chamber.

Jean did some visiting with Donna at Cooke yesterday and Donna had some great feedback and Danny and Jean would like to see the Board to get together and make a trip over there to talk o Donna and view their new VC and Museum.

Monday June 30th be in Cooke at 3pm leave here at 2pm. Jean will contact Donna. Danny will see about getting a minivan. Jean will confirm with Donna and then send out a message to the Board.

**Status:** Completed

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### 4.2. Yellowstone's Epic Horse Drive

Frankie Aars

Update on the event and vote on whether any money can be given to the Upper Yellowstone Rodeo Association for chute repairs.

*The conversation regarding Brewfest melded into this conversation and is so recorded.*

**Minutes:**

Danny feels that we are lacking clarity on procedures and expenditures.

Moving forward we need some clarity on how high dollar expenditures are to be handled. Danny would like to have a discussion with regards to expenditures.

The bylaws require \$400 or more in expenditures have Board approval.

Submission of expenses requiring a check be written occurred several times with large dollar amounts. Danny – Because of the Bylaws and the operating expense budget laid out within the budget these were the jaw droppers and the hold up.

The event committee needs more clarity on cash flow- it unsettled things.



Crowd control was hard and eagle creek was full of spectators When they followed they remained at the ranch for the afternoon the dance had 500 people the next day events they knew they would compete with graduation Arch Park turnout wasn't as high as hoped the events committee will decide if that will occur again there were around 300 people at the rodeo. They feel that was a good attendance the business response was phenomenal ran into people that because of the RT they wouldn't sponsor us or claimed that the event wouldn't do anything for them, at the end of the event these same businesses said they were running out of food and closing doors because they couldn't keep up. (businesses)

Danny: we have to have very clear expense parameters especially if we are partnered with another business.

Scott: we need to look outside the chamber to find help on how to put on fundraising events. Danny talked to Richard because he and Cheryl had some expenses presented to them that were beyond what was allotted in the budget and asked him what to do.

We need to be clear on Brewfest so that the Executive committee doesn't receive invoices they are not prepared for and aren't sure what to do.

We need our expenses laid out and expectation of income. The events committee should give a proposal if they want to spend more.

\$7,000 in expenses, 10,000 in profit.

Scott does the committee want to expand the event? How can we expand the brewfest and reduce expenses, have a contest and bring up our profits.

Scott you have a 7,000 budget if you think you are going to spend more bring to the board for approval.

Motion: Scott makes a motion that "We have the same budget as last year with the expectation of a \$10,000 net income" Danny second -motion passed.

If you are going to run over- emails to the full board are ok to seek approval through a vote.

Danny: Cheryl you are the treasurer – Cheryl- what we had last year fit Arch Park perfectly if we can keep it similar.

Frankie the Chamber put out the money last year and she is looking outside resources.

Danny can't participate and Jean has been asked to step off the committee to work on other things. Barb should participate in the events committee

Barb could incur OT –

Events committee: Frankie, Sarah Ondrus, Annie Costello, Maria Beers, Chuck Tanner and Hunter ?.

Danny feels that it would be unwise to not have Barb- if the OT incurred is over 5 hours in a week come to the Executive Committee the OT will be part of Events expenses.

**Resolution #:** 2014-06-19-02

**Moved by:** Scott Demaree

**Seconded by:** Daniel Bierschwale

**Status:** Carried

**Vote:**

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#### 4.2.1. Brewfest in Arch Park

Frankie Aars

Update on the Annual Brewfest in Arch Park Chamber fundraiser.

**Minutes:**

See the horse drive minutes

**Status:** Completed

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#### 4.3. Properties and Facilities

Schalene Darr

Discussion regarding the Community Center Building

**Minutes:**

Fireworks Stand at the Rodeo Grounds: Schalene: Scott and Schalene and Richard had conversation with Amy – initially she was not real fired up about the idea. She had concerns about location and noise and clean-up

Casey is the person running it he is doing flyers about safety GGCC will also put out a pamphlet.

Community Center: CCP (Community Center Programs) has disbanded. The Community Center has insurance through the 15th of July the GGCC will try to maintain the operations. GGCC want to keep this going.



The GGCC will be giving a proposal to the chamber. GGCC is not interested in leasing they would like to acquire the property they do not want to fix up a propert without holding title. They will keep the insurance in place. GGCC is operating reservations. Laura will continue, there are several weddings and meetings scheduled there in the upcoming month.

There are lot of things that need repaired on the building.

Next steps- intent- the GGCC will take over the building and run the center. They want to have a joint meeting of the Chamber.

Richard, Schalene, Danny, Scot & Barb will meet with members of the GGCC board.

Amy at the rodeo grounds is allowing campers to park overnight when there is no availability in town or the Park so they can go find something in the daylight-last time was an issue with the RV parks in town.

**Status:** Completed

#### 4.4. Public Comment

Gardiner Chamber

##### Minutes:

Brian road construction Mammoth to Norris he has had to drive through it and the most has had to wait has been 15 minutes we can reassure people it won't be that bad.

Barbara – Bear Creek Council has concerns about the Speak for wolves event that is coming to town. She is concerned about conflict at the event.She wants us to know they are not involved in this event.

Bear Creek Council is meeting with FWP to create further education on the wolf "issue" in the future.

Frankie – Big Bear Stampede September 20th they are bringing actress Victoria Maxwell so please your ears and eye open for that.

She would like to see the chamber support i.e. endorse it Jean will post on Facebook

Business members have approached her (Frankie) and said that Jeans photos are too prominent and that businesses should be promoted.

Jean-We have been featuring businesses – Jean has been calling businesses and telling them what she did. Barb O'grady pointed out that businesses need to link up to us.

Danny-Do the businesses that complained have Facebook pages?

Perhaps we can hold an information session in August regarding Facebook

Donna has the same problem in Cook City; that no matter what she does someone is offended.

**Status:** Completed

#### 4.5. Date Next Meeting

Daniel Bierschwale

**Status:** Completed

Recording Secretary:

Chairperson:

Date:

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