



Gardiner Chamber of Commerce

Meeting date: Thursday, June 18, 2015 Started: 12:04 PM Ended: 2:45pm

Location: Gardiner Visitor's Center

Purpose/Notes: Regular scheduled meeting/meeting of the members-

Chaired by: Daniel Bierschwale

Minutes recorded by: Executive Director: Barbara Shesky

Meeting Documents: See Binder in Chamber Office during Business Hours

Meeting Minutes:

1. Chamber Business

1.1. Roll Call & Introductions

Daniel Bierschwale

Daniel Bierschwale, Hal Broadhead, Frankie Aars, Scott Demaree Sandy Bierle, Cheryl Hoppe, Schalene Darr, Jean Modesette and Sabina Strauss.

Frankie, Sandy unexcused

Quorum

Status: Completed

1.2. Director's Report

Barbara Shesky

Update on Office Operations:

Newsletter: The newsletter is doing well I project that we will meet incoming revenue projections for the year by the end of July.

Walk-ins for May (REFER TO SHEET) as of the 16th of this month, we have had 903 walk-ins as compared to 556 last June 16th for an increase of 62%

CVB status was a high priority for the marketing committee this year. After much contemplation the marketing committee decided that our best strategy for future marketing would be to begin with the branding process. We received our designation through Park County Commissioners, created our marketing plan and we were successful in Shelby! We will be receiving approximately \$28,000 in funding this year should the process require more funding I have been advised by Robin Hoover of Yellowstone Country that an ask of them would be appropriate.

We are required to stick with the marketing plan that was presented and approved by the Tourism Advisory Council Also known as (TAC) when I was in Shelby on June 1st and 2nd. That is because the monies supplied in the grant program are from the 7% bed tax collections also known as lodging facility use tax. IF we were to want to change anything in a marketing plan it would have to be submitted in writing to the TAC for their approval. . I have included the current bed tax collections data so that everyone can see it.



We are required to open a separate bank account to deposit the funds in. There is a strict no comingling of funds policy and I will be required to maintain records and submit quarterly reports regarding the project and the expenditures.

The CVB operates under the umbrella of the Chamber but will have a separate 3 member Board of Directors. The Board this year will be made up of Scott Demaree, Jean Modesette from the marketing committee and Betty Deweese. I wanted to have a member of lodging on the Board too as these are bed tax dollars. We will have our first meeting next month TBD. All meetings will be open to the public and the minutes of the meeting will be distributed to the Chamber membership via Chamber master. I will also create a folder on Chamber master that the membership can access for previous minutes once they are approved. We will also keep a binder in the front of the Center for public viewing. I will continue to try and contact other CVBs as to any additional procedures.

I will also be creating the RFP Request for proposal, I have examples from other CVBs that have done branding and then I will create the ad that must be published in a newspaper of paid circulation. I do believe that I will be publishing in the Bozeman Chronicle as they offer a better rate for legal publications and have a wide readership

New hire- We have hired Johnathan Lindquist. He is a recent graduate of Colorado state university with a degree in hydrology. HE is also an employee of Wild West Rafting and is working on the habitat research project in the Park. With the hiring of Jonathan we are now open 9ma-4pm closed from 4-5 for cleaning and then from 5-8 pm Monday through Friday as well as 9am-1pm on Saturday and Sunday.

Membership- 134 members currently

Theft and camera installation

Last month a theft was discovered. I let my guard down and didn't have everything behind a locked door the items were in the glass case that is the information desk downstairs. It won't happen again if I can help it because ... Someone.... apparently decided that he or she had more right to own historical photos of President Teddy Roosevelt and Franklin Delano Roosevelt and some other photos than we had right to share them with the public. Whoever it was also stole a comic book that had been on display courtesy of Dianna Beavers. Dianna, being as sweet as she is, had another copy which she has donated directly to the Chamber. A police report was filed and I have since then locked everything up to the best of my ability – we are waiting for one more lock to arrive so I can put other items out currently they are hidden away behind a locked door. I have taken photos of all the display cases and have them on file. We have also purchased a new security camera setup which Scott, Schalene and I are trying to figure out if it is the right kind before we open the box, but I do not know that we can afford anything more expensive.

District formation-

I have been working with Mona Jamison who is the lawyer that helped to draft the Resort tax legislation to get our District formed. As you all know, the District formation vote passed and as of yesterday we now have the Board petitions available for pickup in the office for those who would like to run for office. The window to get a petition for a shot at being on the ballot is open next Monday June 22nd and closes on August 20th. Petitions are available on line on the County website or here in the Chamber office.

In order to continue this process moving forward a lot of paperwork needs to be in place for the Board to begin functioning as soon as they are elected. I have asked Mona to give us a budget of her expenses it is in your meeting packet. It is broken down between our FY15 budget and FY16 budget. We have already spent pretty much all that was allotted in this year's budget for lawyers' fees. (\$6,000) The additional expenditure totals \$2,800. So I would ask the Board to entertain a motion to a lot \$2,800 towards additional lawyers' fees to continue the District creation on the right path.



Income statement for next meeting rather than the treasurer's report that we have traditionally given.

Board discussion regarding Mona Jamison. We need to move forward with District

Executive Committee we need to sit down and look at the budget.

Motion: Scott Demaree- I make a motion that we keep Mona Jamison on task with whatever funds necessary. Schalene Darr second. All in favor. Motion passes.

Resolution: 061815-01

Status: Completed

1.3. Treasurer's Report

Cheryl Hoppe

Reviewed - See Binder for details.

Status: Completed

1.4. Approval of prior month's meeting minutes

Daniel Bierschwale

Regarding: February & April 2015 minutes

Motion- Hal Broadhead I make a motion to approve the slate.

Scott Demaree second. All in favor. Motion passes

Resolution: 061815-02

Old Business

GYC

Charles Drimal

The Greater Yellowstone Coalition has asked the Chamber to endorse their plan to gain designation of the Yellowstone River from the confluence to Yankee Jim Canyon under the Wild and Scenic Rivers Act.

GYC working with Water Conservation Association/ Montana Coalition for Healthy Rivers. The Coalition has been in existence for 4 years.

Their mission is to gain river protection utilizing the Wild and Scenic Rivers Act. Primarily, they reach out to communities as to what they want for future river management. They are trying to build support from the ground up. Primarily public lands that they are looking at in this ask.

Is the river free flowing and have remarkable value: historic, recreational, scenic? Does that remarkable value have regional, state and local significance? Forest Service looked at bigger rivers GYC is also looking at smaller rivers and streams such as the Boulder and Big Creek.



Why are they doing this? Montanans are so connected to their rivers. They polled 400 Montanans and 85% agree that healthy rivers are valuable and think that the Wild and Scenic Rivers Act is valuable. In Montana we only have four river segments that are protected. Pennsylvania has more wild and scenic river miles designated than Montana does.

Regardless of political ideology, Montanans agree that healthy rivers matter. Economic value- we protect rivers, wildlife and fisheries.

Hydropower has become an increased “threat” as exemplified by Red Lodge, East Rosebud, Lower Madison (Hebgen Lake).

We don’t want to see these projects on iconic free flowing rivers, rather on rivers that are already dammed.

Pulling water out of areas of low population and diverting it to areas of high population is another concern. It has been proposed in WY to pull water out of the upper Green River. Legislation is the way to protect rivers.

Concerns for private property owners and private land development. This act has no impact on those. Limits are set by the county itself so that makes folks a little more comfortable.

The Draft Citizens Proposal is on the website- it is on the back of the card handed out.

20% of Montanans think that the Yellowstone River is already designated and 11% of Montanans think the Gallatin is, but this is incorrect.

Why are they not on the list? Private landownership. GYC wants to continue to speaking to the ranch owners so far the answers they have received from these private individuals have been “yes” or “yes, let’s keep talking” -- not a lot of opposition --They have a lot of verbal endorsements and now need endorsements in writing and he is here to seek that. They want to draft a bill.

Handouts from Charles (See binder)

Questions? Tell us exactly what entails the Chamber getting behind you? What would we be signing off on?

We are asking the Chamber to support future designation of the Yellowstone under the Wild and Scenic Rivers Act. You have 134 businesses as members. We feel that this aligns with your mission statement (old and new) and he is moved by it --the promotion of business and stewardship of the Yellowstone area.

Hal has been following this since it came up a couple months ago. He would like to understand better, some language like “¼ mile setback” there isn’t a ¼ mile setback from the highway.

Charles- the ¼ mile setback boundary is laid from high water mark. There has to be a Federal nexus for that to kick in. The upper Gallatin has Guest ranches on the river. There is no restriction other than what a county sets up. And private owners can do what they want.

We want locals to have a say in this; this is about recreation, agriculture and quality of life. Not access limits. Not kicking folks off their land.

There is a land/ water /conservation fund from oil and this \$\$ passes to projects for a river that is designated as a wild and scenic river, for example: if access points need improved and such, then this makes it easier to access those funds.



How will this affect the highway and any improvements that should need done? They can't affect the free flowing scenery or recreational value. Can they retro fit change the design? Yes, as long as it doesn't affect the aforementioned.

Big Sky is looking at this with regards to the Gallatin regardless of the transportation corridor. They want to keep that river intact, as it is what a lot of folks go there for.

We are being asked to support a continuing public process. Charles is asking for a letter of support. A matter of saying "We endorse this process". Robb Trotter from YRC is in support. Fishing, recreating on a beautiful clean free flowing river is one of the reasons people come here – they stay here and eat here.

Richard Parks Park's Fly shop- YNP is a great asset and the river is clearly worthy for protection it is not really a wild river r but it certainly is scenic. I do not hesitate in saying that we should protect it. We are all aware that there are certain elements in town that don't care. Bear Creek has been targeted twice for hydro basically build a power plant where the old mine was and generate electric and that would be devastating to Bear creek.

Scott Demaree- Gardiner Market- I will go record to say that this is needed there is nothing that I have heard that concerns me. We need to protect it.

Scott Demaree makes a motion that the Gardiner Chamber endorse in writing The Greater Yellowstone Coalition plan to gain designation of the Yellowstone River from the confluence to Yankee Jim Canyon under the Wild and Scenic Rivers Act. Schalene Darr second -all in favor –motion passes

Resolution 061815-03

Cheryl leaves 1pm

3. Old Business

Danny Bierschwale

Strategic Plan Vote:

The Board spent two full days mapping out a strategic plan for the organization. We have devoped a draft and discussed it at our last meeting.

Vision- Mission statement- Core Values and Strategies. This organization has not gone through this process for a very long time.

Questions Thoughts or concerns from our members? We do not intend to steer people away in the summer but we want to have a more sustainable economy- have visitors see more open businesses in the shoulder seasons and winter. We hope to move towards the yearround pie in the sky goal. Bed tax colections 110% increase in bed tax collections for 1st quarter.

Scott- a lot of effort and input went into this.

Schalene- it was good process- looking at where we want to be -- what does the future hold for our little town? A lot of thought and revisions.

Richard is missing yearround residents—where are they going to live?



Scott- that question is being steered to the GGCC we will support anything they can come up with.

Richard- it is a big issue that GGCC is working on it and now the school.

Scott -Core Value/ Collaboration is one of those .

Sabina -we are saying it indirectly in our vision and sentence 3—strategies. For her it all goes hand in hand. We are taking the parts that we know we can do something about.

Danny- bar none that is the biggest limiting factor facing our community.

Richard- certainly this plan does not need to have housing in it.

Danny -Strategy #4- rodeo grounds this has been brought up and possibly using it for housing.

Schalene -there are some opportunities we are looking at.

Scott- the County will look at a feasibility study on the property and MSU extensions did a housing meeting on Tuesday. So we are coordinating.

Howard – No municipality here- the Chamber website is what comes up first. So maybe the Chamber puts together a Developers package.

It is the Greater Gardiner Community Council that is taking on civic matters. If GGCC comes to us we can steer- Barb does every day, we facilitate it out.

Jean GGCC has a Facebook page and a website.

Create an info sheet with Park County Planning links

Jean--Park County and MSU Extensions is working on a website for Park County and Gardiner and it is getting ready to launch.

We are trying to keep strategies broad.

Danny will reach out to Red Lodge to see how they roll out the proverbial “welcome wagon” there.

Howard-in Jackson new businesses are required to provide housing.

Robb-YRC had to spend thousands for designation for a campground for their property to house their employees.

Last year raft guys were told to move on from the NFS campgrounds and raft companies had to find impromptue housing.

Scott I motion that we adopt the strategic plan 2015-2017that includes the change to our mission statement. Sabina second. 5 members present are included in the vote. All in favor motion passes.

Resolution #061815-4

Danny-The next vote needed is to approve an increase in the amount that a check can be written without prior full Board approval from \$400 to \$1,000.

Jean makes the motion to increase the amount Schalene second discussion-none All Board present in favor 4 members in favor 1 abstention none against motion carries.

Reesolution #061815-5



4. Committee Business

4.1. Yellowstone National Park

Brian Suderman

Update on YNP

The North Entrance up 18% in May. Last week Craig pass opened up, brink of Lower Falls trail has reopened and the boulder that slid was blasted and incorporated into trail design.

1 day left to comment on restoration plan for cutthroat trout for Soda Butte Creek.

Howard- involved using rotenone to remove brook trout.

Richard – I have a serious disagreement with the Park on that. A few problems with the whole operational design he feels they are over reading their own EI statement. I will not burden the Chamber with this.

Status: Completed

4.2. Xanterra update

Xanterra

Updates by Beth Casey

Not here

Status: Completed

4.3. Gardiner Gateway Project

Daniel Bierschwale

Final road alignment in place. They (The construction crews) have been working down by the Arch and Arch Park. Updates are in the in the newsletter and they are doing the best job they can to get the info out.

Chip Seal MDOT from here all the way south to Yankee Jim.

In front of the building here- we originally had a business directory in the plans but Park Service has come back and said that it won't be allowed. The flag pole quote has come in over the \$\$ we got so Danny is looking to see if we can transfer the \$\$ from the Directory ask to the flagpole project.

Howard- more signage needed saying "business parking" with arrows to direct folks over

Danny will let the steering committee know.

Scott Demaree:

What up with the grass at the pocket park on Scott Street?

Is the Chamber responsible for any maintenance outside of the building trash and recycling watering, snow plowing? That is Park Service Property that is managed by Park County.

Scott has an issue about watering and snow removal of a roadway.

Schalene- from YA all the parking lot?



Watering is big concern.

Danny- I am trying to hammer out an MOU with Park County the water line is in Arch Park.

Jean the parking lot is still Park Service land? Danny- Yes. If we want a level of maintenance we have that opportunity. Recycling is through a contract that Xanterra already has in place.

Originally they were talking about pruning of shrubs and trees. Just know they don't have the ability (Park County) Scott- yes they do they don't want to.

Danny-We will wade through it.

Howard- worry about fines and getting sued.

Status: Completed

4.4. Properties and Facilities

Schalene Darr

Update on: Gardiner Visitor Center, Community Center and Rodeo Grounds

Schalene - Pie in the sky. CTA came back with plans and it was ½ mil building remodel they had a kitchenette downstairs. So we put out a budget and they have come back with a more reasonable plan for us. Men's and women's public restrooms and the family bathroom and 24 hour access.

Scott- we talked about a lot of things.

We have funding secured for 20 years.

How much do we have after the mortgage? We are pretty much even.

Schalene- That is one of the things that freaks us out, we want to be fiscally responsible and we will own the drawings in the future. Our group does not see us getting into debt.

Scott we are not comfortable with building a big building with a big price tag.

Danny says that the money is there we need to figure out how to access. Bonding.

Barbara interjects and says Mona won't even talk about it at this stage- it is too early.

Schalene- what data do we have to support more restrooms? This plan is closer to what we needed. We felt we did not want to overextend, the money is there but it isn't there. We don't want to be bailed out we want to be bonded out.

The family restroom would be closed for the night. We decided that we didn't want private stalls by having it be public with stalls so it curbs camping, and graffiti.

Capital Fund we received from Resort tax was \$57,176 and \$ 38,117 for the operating fund

Hal are we required to have 24 hour access?-

Schalene and Scott-No but it is what we campaigned on and we want to honor it.

We are going to design for 24 hour access, we are all nervous about it. This promotes our businesses. We will have signs and security cameras.

Having it in the early morning too for wild life watchers and later for them as well.



We did have a conversation of putting a glass wall for privacy at the top of the stairs because you can hear everything downstairs/ upstairs. Utilize it for other meetings, another office. The issue with the upstairs is ADA. If someone wants to come to a meeting and can't get upstairs we can move the meeting downstairs.

We have a really good start and as the money comes in we can add on project. We don't actually know what our needs are going to be. Baby changing station, water filling station.

Hal makes a motion to approve the concept design. Jean second- all in favor-motion carries.

Resolution #061815-6

Rodeo Grounds

Schalene got all the equipment moved.

Scott went over there with Warren and Amy.

Casey will be bringing the fireworks stand. He wanted to light them off over there. But we put that on hold till next year. Casey would like to have a community fireworks display.

Police station?

That is part of the study the County is doing. For feasibility and they are looking at the airport.

Why are they doing a study on our property?

Because they have asked us about putting the Police station and the water office there so they are footing the bill.

There would be no loss of the rodeo area. We are talking of what is north past the Hose Company almost to the Livingston sign, there are power line and water line issues that need to be explored.

The feasibility study will look at going back into the hill. The rocks might not get moved but we have a lease with Riverside, so either we get the money or the work.

Status: Completed

5. Public Comment

Gardiner Chamber

Joe Gross states once again about meeting minutes not being available like they used to be. Barbara interjects and explains to Joe that the meeting minutes have always been available. Chamber members receive the minutes when they are typed via email and then once the minutes are approved they are posted through Chamber Master and that the members can access them anytime from their page on the website. Joe doesn't use email or have a page on our website. The minutes have always been available in the binder in the office for viewing. Joe you have always made statements but you have never once asked me for a copy of any minutes, so I am going to help you out- would you like me to make copies of the minutes for you?



Joe – Yes and the treasurers reports page.

Barbara- Sure Joe not a problem.

Joe asks about the letter he submitted several months back. Danny tells him that the Board discussed the letter at the strategic Planning Retreat and that they decided not to make the letter public.

Joe says the Board decides a lot not to make public.

Danny- that is not true.

Status: Completed

6. Date Next Meeting

Daniel Bierschwale

Meeting adjourned at 2:45pm

Next meeting - July 23rd at noon here. Some topics will be the budget, governance, new board members- who is taking over?

Status: Completed

Recording Secretary:

Chairperson:

Date:
