



# Gardiner Chamber of Commerce

Meeting date: Thursday, April 16, 2015 Started: 12:07 PM Ended: 1:23 PM

Location: Gardiner Visitor's Center

Purpose/Notes: Regular scheduled meeting

Chaired by: Daniel Bierschwale

Minutes recorded by: Executive Director: Barbara Shesky

Meeting Documents: See Binder in Chamber Office during Business Hours

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## 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.

Hal Excused, Sandy Excused, Schalene Excused. All others present -quorum

Status: Completed

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#### 1.2. Director's Report

Barbara Shesky

Update on Office Operations:

We are getting close to having everything organized here in our new Visitor's Center. We have hired Zondra Skertich as our new Visitor Information and Newsletter Coordinator. She has been working diligently along with Paul Helfrich our High School Volunteer, to organize and decorate the building. They have been doing a fantastic job. Zondra is also doing great on the newsletter. Her previous experience in graphic design & layout shows. Her presence has been a huge help to me. - We are now able to get the newsletter finished and proofed and printed much faster which makes me exceedingly happy. Visitation to the office by visitors is starting to increase finally after what was a very slow winter. We are receiving many nice complements on the new building.

New Chamber Members This month include: Yellowstone Wild –The Gallery; owner Chris Hoff, Mark Miller Photography, Teddy's Yellowstone Grill; owners Howard and Cheryl Jones, Yellowstone Hiking Guides; owner Joshua Mahan and the Gardiner Laundry and Yellowstone Suites Vacation Rentals is now under new ownership & management. Erika Stone and Chris Blueher of CW&E LLC.

Renewals over the past two months include: Be Our Guest House, Yellowstone Federal Credit Union Yellowstone Grill, Yellowstone Park Riverfront Cabins, The Greater Gardiner Community Council and Wild Flour Bakery.

Membership is currently 135 strong.



The CVB Marketing Plan is nearing completion. It is currently being reviewed by Robin Hoover the Director of Yellowstone Country who generously offered her assistance for proofing – it will then go to Barb Sanem – Compliance Specialist of the Montana Promotions Division- formerly known as the Montana Office of Tourism. For review. Her assistance has been so valuable through this whole process. The application is Due Monday May 4<sup>th</sup>. I will be attending a County Commissioners meeting on Tuesday, April 28<sup>th</sup>. A resolution of the Commission accepting/designating us as the CVB in Gardiner will be passed that day. This is part of the documentation I am required to submit with the application. Then I will be gone to Shelby Montana from Sunday through Wednesday for the Tourism Advisory Council (TAC) Meeting to defend our application.

Jackson Contracting asked to be able to use our water hookup for the rock saw work on the sidewalk. We have signed an agreement with them and they will pay the difference between the amount that we paid in March for the April and May bills.

Endorsement request by the Greater Yellowstone Coalition~ The Wild & Scenic Rivers Act as it pertains to the Yellowstone River from Confluence Park to Yankee Jim Canyon.

Please see attached.

Board Discussion: Some reservations- we have concerns about the amount of our involvement. We need to see the letter and the plan; if we get those then we can review.

Conceptually we support it but we need to see the documents before we agree and sign.

We are not comfortable coordinating with Bear Creek.

We think # 2 is really good for us we need to get the members involved like the fly fishers and we would be comfortable hosting a roundtable with our recreational members at the table. We would be willing to put that out..

Get plan from GYC. Then we can start coordinating a roundtable. We want to understand more specifically the coordination with the Bear Creek we don't really want to do that our staff is stretched. At the roundtable we would review the plan and the letter to see if we want to sign.

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.

The Board reviews the financial stats for the month. No questions.

Status: Completed

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### **1.4. Approval of prior month's meeting minutes**

**Daniel Bierschwale**

Regarding: February 2015 minutes

Resolution #:



Status: tabled so the Board can reread the minutes as it has been too long.

Vote: N/A

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## 2. New business

### 2.1. Review of Mission Statement, Strategic Plan & Bylaws Changes

Daniel Bierschwale

Update on the results of the Strategic Planning Board Retreat that was held in February

A review/discussion of possibly needed updates/revisions to the Bylaws and Mission Statement.

***A Member Vote will be required in June regarding any changes that are determined to be needed in this discussion.***

Discussion: What are the Articles of Incorporation? - This sets the context for us being legitimate organization. We will be updating these.

Bylaws: These set the governance- dues, membership, rules etc.

The Board has been meeting to put together this strategic plan during this past February and March.

What is our plan? See handout.

The Strategic mission plan is how we are going to be able to achieve our vision through the next 2.5 years.

Core values keep us all on the same page.

Strategies guide operating and work plans for our organization.

These still need work and we want to get our membership involved. There may still be work we need to make sure our mission statement is grammatically correct.

We want the members be aware that once we approve the Strategic Plan, Then the changes to the Articles, Mission statement and Bylaws we will require a vote of the membership.

The Mission statement is choppy. Vision>Mission>Strategy

Struggling with the steward part use of word "our" changing it to "the"

Discussion Sabina all inclusive "our"

Barbara Read from the audience- the relationship is symbiotic She feels "our" implies ownership she feels we aren't here to abuse the ecosystem or the community,

We want to build bridges with the non-business community and reduce the "us vs. them"

Annie Bent – how do we define community?

Danny-The Gardiner Basin/ Mammoth area. As large as we could. We have members that are half way down the Valley. We also do have Livingston members but then that seemed a bit overreaching.

At the MTOT Tourism Seminar at Chico there was a lot of focus on just Livingston in those attendees' minds. We need to open up that "Southern draw" to them. We have a core audience



that is here but were not connecting the dots YNP > Gardiner > Paradise Valley > Livingston and visa versa.

Annie sees a dilemma between community and developing business. She doesn't want to see the community expand so much that no one wants to live here.

We as a Chamber are directed more towards the businesses; those are our members. We used to be drawn into the civic issues, now we have the GGCC to take care of that aspect of the community.

Frankie statement idea—A Chamber serves to develop our local businesses and tourism thereby promoting the ....?... of our community.

Chambers are broadly speaking- enhancing the business community.

Without jobs in the businesses then there is nowhere to work and then there are no people and then no community. We need to try and build a year round economy.

Sabina- The "community" word included everyone.

The Gardiner Chamber of Commerce..... local tourism... what about the stewardship part?

The Park and the ecosystem are our bread and butter so to speak.

If we had member rafting companies polluting the river we would not be preserving... that isn't happening now but what if in the future it came up- what role would we as the Chamber have?

Barbara Read- "The Gardiner Chamber of Commerce serves our community through developing local tourism while endorsing the stewardship of the Yellowstone Ecosystem."

Excellent! The Board really likes that sentence and thanks Barb! This is the new Mission statement that we will vote on.

Core Values: Good to go.

Strategies: Good to go.

Send out a final draft to the entire membership and propose approving the strategic plan. It requires a membership vote on this mission statement and then other changes.

Increase the spending limit to \$1,000. It is currently \$400 which in this day is too low.

Danny-Great Thank- you everyone.

Status: Completed

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#### **4. Committee Business**

##### **4.1. Yellowstone National Park**

**Brian Suderman**

Update on YNP

Tomorrow the west side roads open for the season from Mammoth to Norris over to Canyon. Also the road out to West and down to OFI. The weather is supposed to be good and this time of year the visitation is regional.



May-By Memorial Weekend rest of roads should be open including the Beartooth.

Road construction is in the second year of phase one. Mammoth to Norris- by the end of the season the work should be done. No night closures this year- 30 minute delays expected they will be working 24 hours a day.

Finally, the Albright VC project is drawing to a close they will be opening next Wednesday April 22. All new exhibits- a new book store, a brighter nicer building. #6 is in the building as a full mount. History- he tried to jump a fence here in Gardiner and he went over and broke his back and died right there. The property owners donated him to the Park so he is still here.

July 12<sup>th</sup> -the grand opening of the Albright VC. The Park is looking at it as a kickoff to the Centennial. It is a Sunday not a huge event but a nice celebration.

Lake Hotel has been designated on the National register of Historic Landmarks. It is the oldest existing commercial built in 1891. Robert Reamer Architect on OFI and the Arch) did the improvements to it. It was basically a big square structure before he did the improvements.

Status: Completed

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#### **4.2. Xanterra update**

**Xanterra**

##### **Updates by Beth Casey**

Beth was unable to attend.

Status: Completed

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#### **4.3. Gardiner Gateway Project**

**Daniel Bierschwale**

Media event here tomorrow to let people know we are open and a kickoff for the roads opening tomorrow at 3pm at Arch Park. Gardiner is open for the business.

Every Monday at 5:30 there is a meeting on the construction project. We are going to have them weekly now; there was back and forth and staff has been getting conflicting information.

The Gardiner Christmas tree has been preserved. It is behind YA right now to preserve it not own it. Since there is a water system at Arch Park the thought is that is where it will be permanently planted. Suggestion: Maybe at the new pocket park that is going to be by the Yellowstone Grill but there is no watering there planned.

Pedestrian connectivity from YNP to the rodeo grounds. Perhaps RT funds for a new welcome to Gardiner sign next year.

Status: Completed

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### 3.4. Properties and Facilities

Schalene Darr

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

Schalene absent so Barbara and Scott give the update:

Scott: Rodeo grounds meeting- He met with Amy from the rodeo club. We want to level out the parking lot there. We are doing a trade for office space with Riverside Construction to have the earth work at the grounds done. We also had a meeting with Park County Commissioner Clint Tinsley, Tom Stone of the Gardiner Park County Water and Sewer District Board, Danny, Barb, Schalene and Dennis McIntosh attended. We are looking at where to put the sheriff's office and the water office. We need to go through a public process with a preliminary engineering or a feasibility study. County Commissioner Tinsley is spearheading that. We are also looking at the Airport for the sheriff and the water offices.

Frankie- As we move now into the Gateway Project, typically the community or city will sit down and create plan for 20 -25 years down the road. Bill bringing that to the table in February was great thing, everyone is on board with moving those offices.

Williston did not update their city plan and the boom came and now they have serious issues.

Sabina- where does the plan leave the library? We don't have a plan- yet. The sheriff and the water Board have to find a home in order for the depot plan to begin and the discussion is that the library be in the depot.

Fireworks- Casey want to do the exact same thing as last year. He had a stand he had insurance. No permanent structure; he is going to build a movable building- he wants to know if he can store it there. We are talking but not agreeing to it.

Scott and Barb will keep in contact regarding the earth work.

Barb update Community Center- We have been in talks with the GGCC creating a document for the deed transfer of the Community Center building so that the building remains a community use building in the future. The documents have been approved by both organizations and Danny and Bill will be signing them in the coming week.

Update on CTA Properties and Facilities met with CTA. They (CTA) did measurements of the property and we have receive a couple of floor plans that we are reviewing.

Scott: Props to Barb for getting this facility together for the season.

We need to secure a loan for the construction dollars. We want to be as far along as possible by July 1 so we can approach the TIIP grant.

Rita with Riverside has set her office up here in the Board room.

Status: Completed

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#### 4.6. Public Comment

#### Gardiner Chamber

Frankie- Street Sweeping? Our contact is for the County is George Leafy. Frankie will contact him to get them to sweep- She will also, talk to Laura Williams or talk to Parks Frady with regards to Main Street. We need dust suppression. Danny will follow up with Parks He feels that it is a good idea for other people to start contacting Parks and what not- Frankie will come to the Monday Public meeting and bring it up.

We need to get the word out to residents that Park on the street sooner -Get something in the newsletter and get signs up on the streets in advance, so that people know to have their cars out of the way.

Thank you everyone for their input.

Status: Completed

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#### 4.7. Date Next Meeting

#### Daniel Bierschwale

May meeting cancelled for May.

The next meeting will be June 18th, 2015 Gardiner Visitor Center. From 12noon to 2pm.

A member vote will take place at that time with regards to:

1. The Mission Statement revision in the Articles and the Bylaws.
2. Changing of the cap on the amount a check can be written for without prior Board approval from \$400 to \$1,000.

Meeting adjourned at 1:23pm

Status: Completed

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Recording Secretary:

Chairperson:

Date:

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