



Gardiner Chamber of Commerce

Meeting date: **Thursday, January 21, 2016 from 12:00 PM to 1:00 PM**

Location: Upstairs at the Gardiner Welcome Center

Purpose: Regularly scheduled meeting

Invited Guests: (Mia Bell, Rick Hoeninghausen, NPS) (Rebecca Demaree)

Agenda:

1. Chamber Business

1.1. Roll Call & Introductions

Schalene Darr 1min.

Schalene Darr, Scott Demaree, Sabina Strauss, Anna Holloway, Sue Johnson, Neli Karamfilova, Hal Broadhead, Sandy Bierle, Sharon Gilbert.

Full Board in attendance.

1.2 Directors /Financial Report

Barbara Shesky 10min.

Update on Office Operations and fiscal year to date budget versus actual. See Print outs.

1.3 Approval of Prior Month's Meeting Minutes

Schalene Darr 1min.

Minutes of 12.17.15

Motion to approve the minutes of the December 2016 meeting: Hal Broadhead

2nd: Scott Demaree

All in favor- motion carried.

Resolution # 01.21.16-01

2. Committee Business

2.1 Yellowstone National Park

Brian Suderman 5 min.

Current events in Yellowstone

Brian was unable to attend this month's meeting.

2.2 Gardiner Gateway Project

Daniel Bierschwale 8 min.

Updates on the Gateway Project and the Centennial Celebration.

Phase two going out to bid any day now. Phase one completion begins March 15. Active fundraising for the Centennial event (it will be called "An Evening at the Arch") has begun. A lot of irons in the fire. Joann G requests location to base camp for two weeks leading up to the event. The Board will discuss this ask.

A letter is going out from the states of MT and WY to the White house to push for the President to attend.

Other activities- The Tetons are doing Mountains to Main street. We are still the only thing on the official calendar.

2.3 Properties and Facilities

Schalene Darr 5 min.

Updates on the Public Restroom Build

We are forced to postpone the restroom project do to the funding shortfalls as a direct result from 3 business owners owning 9 businesses refusing to pay their Gardiner resort area taxes. We continue to stay focused on managing your chamber in a fiscally responsible manner on a day to day basis. A large portion of that funding was a TIIP grant we know that there is a certain date that we have to have the project done. We have until April 2017.

2.4 Marketing

Sandy Bierle 5 min.

Updates on Marketing

The marketing committee met to kick off the year. We laid out what our projects will be and what \$\$ we have to work with and decided what can sit in the parking lot.

We would like to utilize the events page on the Chamber website. There are actually quite a few so Anna is reaching out to the event coordinators in the area to let them know of this free advertising.

We are putting together an ad highlighting all the events we have in Outside Bozeman's spring issue.

Discussed the centennial and what role the chamber wants play. We are talking with someone to have a larger historical display at the Visitor Center. The thought being to have visitors swing into the VC and see the businesses perhaps a raffle that has member prizes as well.

Still pursue redevelopment of the walking map it is very popular. There will be an ask of Yellowstone Country and revenue from ads from businesses. We wouldn't print as many and do it every year or two. The committee will do research.

Creation of a simple rack brochure for Gardiner to be placed in other chamber offices we never have anything to provide to the other chambers whose books and brochures that we distribute.

3. Old Business- Action Items

3.1 Yellowstone Ecosystem Procedures Anna Holloway/Sabina Strauss 5 min.

Review of research regarding how other Chambers handle member polls, lobbying etc. Review of a plan of action for future use.

Yellowstone Ecosystem Procedures when we have an issue where a member wants the Chamber to take a stand/support an issue:

1. Chamber member works with a Board member, or a Board member works on drafting a letter. It is the Board member's responsibility to make sure the letter aligns with the mission and does not set unwanted precedents.
2. The letter and issue is presented at a Board meeting, or a special meeting, by Board member for discussion and vote. If the Board decides to take a stand on the issue, letter and action is approved by majority of the Board.
3. Information on the issue and proposed action taken by the Board are published in the newsletter with a ballot
4. Email ballot goes out and all (paper & email) ballots are tallied by Tue noon in time for the next Wed newsletter
5. The results of the vote and the action the Board decides to take are published in the next newsletter.

Anna approached 3 chamber only 1 responded.

Discussed the handout Sabina will combine #2&3 and put in deadline have new format for next meeting

3.2 Rental of upstairs space to the G-RAD Guest Rebecca Demaree 5 min.

Rebecca Demaree, Chair for the Gardiner Resort Area District Board of Directors will discuss the option of leasing space in the upstairs portion of the Visitor Center for document storage and possible work space for the independent contractor they plan to hire.

The Board discussed the pros and cons of leasing to the G-RAD Board.

Motion: To lease upstairs space to the Gardiner Resort Area District Board for storage, meetings and potential work space for the independent contractor they plan to hire. Hal Broadhead

2nd: Schalene Darr

Scott Demaree abstains.

All in favor -motion carried.

Resolution # 01.21.16-02

3.3 Change Chamber Fiscal Year

Barbara Shesky 5 min.

Review of steps to change from Nov-Oct to Jan-Dec.

Begin the process to change the Chamber fiscal year from Nov-Oct to Jan-Dec to match current tax reporting year. This will involve extending the current year's budget out for two additional months. The current bylaws allow for the annual meeting to be held in either November or December. Fiscal Year will need to be changed. This change will require a noticed member.

Motion to begin process of changing the Chamber's fiscal year from November - October to January – December. Sue Johnson

2nd: Neli Karamfilova

All in favor, motion carried.

Resolution # 01.21.16-03

4 New Business

4.1 Xanterra

15 min.

Discussion and Q/A with Rick Hoeninghausen, Mia Bell, and an NPS Representative regarding the upcoming renovations to the Mammoth Hot Springs Hotel that will impact the next few winter seasons and the potential opportunities, created by the Mammoth Hotel renovations, which exist for Gardiner Chamber members.

Beginning next fall renovations to the Hotel and Restaurant. Structural stabilization of the building and upgrades to make it more conducive to year round operations that will begin spring of 2018.

Trying to operate the hotel in the winter with construction would have made a poor guest experience. This will speed up the progress Snowlodge will still operate, activities will continue. Everything for winter transport will operate out of the Terrace Grill as well as the ski shop and some fast food, a little retail and that will be it.

Demand for winter lodging will remain there will be F&B business and they will have shuttle transport.

100 rooms per night need rates are \$140/night with bath and run 80% occupancy and very strong full service Breakfast and dinner 7 days a week.

The winter season has grown over the past few years. Collective marketing of Xanterra and Gardiner have made an impact.

We have an appeal for winter right now and we don't want to lose that because of a construction project.

It would be a big mistake to not keep that business here in Mammoth and Gardiner

Wildlife tours of the Northern range- by Xanterra? If there is demand and if area hotels want to package that would be acceptable.

Do you see Xanterra putting more marketing \$\$\$ towards winter and year-round marketing ?- Yes. There will be more promotion of the Northern Range.

They will have meeting space and 96 rooms that all have baths.

Public showers going away.

Actually dates fall 1st week of October 10th reopen spring- April 28th reopen

Close 10/9 2017 and then 4/28/18 and then open year round and the same for the next fall.

The map will be worked on in the map room there will be larger retail space and a new meeting space elevator there will be a bar in the lobby. Espresso by day bar by night.

Tour operators concerned about food.

Tour operators are already locked in and groups are booking now.

They will actually have fewer rooms after the renovation.

Gardiner Businesses -marketing strategy

Feb 5th marketing meeting 9:30 am

Sandy will send out a membership email. Invite businesses.

They have worked it out- two runs to snow lodge

4.2 Super-Host Training

Schalene Darr 5 min.

Schalene will try to gauge business interest in sending their employees.

4.3 Color Test

Sabina Strauss 5 min.

Board Members bring your calendars! This discussion is to schedule when this exercise can be done.

January 27th 9am.

5. Public Comment

5 min.

Joe Gross editorial letter he sent

Danny has thrown his hat into the ring for YC Board.

Erica Lighthouser. Update on the Crevice Mining Proposal there will be a public meeting in Gardiner Dr. Mike Werner has submitted a new application to the DEQ it is for a much larger 128 test wells closer in scope to what Lucky Minerals is trying to do. Very robust application. He is working with the County Commissioners and the Forest Service to get access to his property with as little oversight as possible they will try to get a community action plan Feb 1st Monday 6:00 pm would be fantastic if we could pass the info on to the community. Sabina and Erica will coordinate a newsletter ad. He is playing the Forest Service against the county and threatening to sue the Commissioners.

6. Date of next meeting.

1 min.

Changing the date to Wednesday, February 24th.