



## Gardiner Chamber of Commerce

Meeting date: **Wednesday, February 24, 2016 from 12:00 PM to 1:03 PM**

Location: Upstairs at the Gardiner Welcome Center

Purpose: Regularly scheduled meeting

Invited Guests: Karrie Kahle- Yellowstone Gateway Business Coalition

### 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.

Sharon Gilbert Excused. All others present.

#### 1.2 Directors /Financial Report

**Barbara Shesky 10min.**

Update on office operations, fiscal year to date budget versus actual.

Sent off the application for this year's VIC program- We will be looking to hire at least two if not three summer employees. Our hours will be 9am-8pm Mon- Fri and we are going to try something new this year, instead of being open from 9-1 on Sat and Sun we are going to try 4pm – 8pm. In August for the 25<sup>th</sup> & 26<sup>th</sup> we will be open from 9am-10pm and on Saturday from noon to 8pm.

I have been working with Deborah from Magpie Consulting she is helping tweak our job descriptions. Once I have the VIC description down then I am going to start running ads asap for the positions. It would be nice to have people secured in advance.

The flags are up but the flagpole on the left if you look out of the building-the top light doesn't seem to be rotating... Not sure what that is about.

Review reports

#### 1.3 Approval of Prior Month's Meeting Minutes

**Schalene Darr 1min.**

Minutes of 1.21.16

Sandy Bierle: Motion to approve the minutes of 1.21.16. Sue Johnson, second. No discussion, motion carried.

**Resolution # 02.24.16-01**

### 2. Committee Business

#### 2.1 Yellowstone National Park

**Brian Suderman 5 min.**

Current events in Yellowstone

Brian unable to attend. No update.

#### 2.2 Gardiner Gateway Project

**Barbara Shesky 5 min.**

Updates on the Gateway Project and the Centennial Celebration.

Yellowstone has assigned additional staff to assist with event management. Her name is Christina Mills and she has been digging in already on assisting with logistics.

- Several funding requests are currently out there for the event and we hope funds will start to roll in soon.
- Danny, Bill, and Robin with Yellowstone Country will be meeting with state officials in Helena on Monday of next week. The purpose for the visit is to determine how the state wants to support the event.
- Active discussion is still happening regarding musical guests for the event.
- We have requested that 1500 tickets be reserved for locals to be able to attend the event.
- Phase 2 of the project is currently out to bid.

Discuss the request from John/Joanne to utilize the upstairs for 2 weeks prior to the event.

Discussion: Giving space to Joann and John for the event. Concerns of the amount of traffic coming in and out. Set people, stage people, Barb with relay to Danny to ask what it means; how many people coming through, are there a lot. The School might be a better bet.

### **2.3 Properties and Facilities**

**Schalene Darr 5 min.**

Updates on the Public Restroom Build, Rodeo Grounds.

We currently are still postponing the restroom project due to the shortfalls and the bids as well- they are coming in very high. We have looked at taking out the 24-hour aspect, and also looking at the types of materials being used, we are trying to get our heads around this and there may be other funding sources We know that the GGP really wanted this in place for the event but when the bids came in they were A LOT higher and only 2 or 3 of them. In order not to do a shabby job and just get in to done, (this is going to be here forever), we want to do it right. If we take out the 24-hour access, we do have to go back to the state and they could reduce the amount of money, so we have maneuvering to do. Carol from MTOT should be at the governor's conference so we will try to get a meeting with her in private.

Rodeo use – Schalene got a form from Park County Fairgrounds and looking at charging 10\$ a head for horses to pay for clean-up and pay the electric water property taxes. We want to do some probing of the community to find out what the use can be. Ideas: Getting a dog refuse station, no camping, dog park, fireworks stand-- maybe celebrations, build pavilions and picnic tables yard sales, farmers markets etc., so we are still working on it.

Issues we are encountering:

Someone brought their horses in without notifying us and then left hay in the corral and some elk got stuck in there when the gate swung shut.

People are using it for parking which is fine, but they don't ask or tell us for how long.

Last year the construction company pushed the rocks back and made more parking area, they didn't bring in any gravel though-Sue-will get ahold of Brogans and Mike Atkins to get gravel dumped. She thinks she can get it donated.

### **2.4 Marketing**

**Sandy Bierle, Anna Holloway, Barbara Shesky 8 min.**

Updates on Marketing: Yellowstone Journal, Outside Bozeman, Winter Business page on website.

**American Cowboy Equine Network/Active Interest Media-** Barb-Gardiner, MT will be one of the dozen Western destinations featured by *American Cowboy* editors in the June/July issue.

**Winter Website** Sandy – we did meet with Rick H on how to handle the Xanterra deal, thought through the details what are the issues and such.

Barb-I met with Dustin from tdg Communications last Friday. I had Dustin contact Rick H directly and then we decided that the best approach to the Mammoth winter closure of the restaurant and the Hotel will be to create a winter themed URL to accompany the landing page on the Chamber website. We need to come up with a name for the URL: Dustin said this

As far as the URL goes, here are the best options on the initial brainstorm list. I don't feel super strongly about it, but I'm going to recommend that we use the word "Yellowstone" instead of "Gardiner." You can make a good case for either (which is why I don't feel too strongly), but the most compelling argument for me is this: Travelers who already know about Gardiner are going to find you and your members anyway. They're familiar with your brand, and it won't be a surprise when Xanterra refers them to you. Our audience is primarily the people who don't yet know about Gardiner. When Xanterra refers them your way, they might feel more comfortable going to a Yellowstone URL - a term they're familiar with. Besides, we might end up with some organic search traffic from people searching with more generic keywords ("Yellowstone winter," for example); again, the people searching with more specific terms ("Gardiner winter") are going to end up on your site anyway.

The Board reviews a list of URL name options but nothing jumps out at us so th Barbara is going to ask Mike Bento from ENGAGE Strategies and then email the Board with his ideas.

**Yellowstone Journal** Sandy- went really well. They were going to do the 2-page spread on Jackson but changed their minds and featured Gardiner instead. They contacted Sandy about a 1/2 page advertorial, we had 9 businesses that jumped on board in 45 mins and had to shut down the offer for sponsorship. There is a link on the website for each business and a mention in the hardcopy journal and they did the 2-page spread. Anna spoke to the editor and corrected the misinformation The Journal will come out in May. Good Job Sandy.

**Outside Bozeman** Anna- We listed all the events in the magazine's spring issue. She has also contacted anyone that has an event in Gardiner to get info to post on the Chamber events page and we will publish the calendar in the newsletter. Getting people to upload their own info has been challenging in the past so having Anna reach out to people and do the posting herself has been great. Thanks Anna.

## 2.5 CVB

Barbara Shesky 5 min

Updates on Branding Process

Jean and I are registered to go to the Governor's Conference on behalf of our CVB the dates are April 10<sup>th</sup> through the 12<sup>th</sup>.

CVB Minutes 2.11.16

In attendance: Barbara Shesky, Scott Demaree, Betty Deweese,

Jean Modesette absent- no public attended

Phone in -Mike Bento – Engage Strategies

Discussed the fact that Xanterra couldn't send out the E-blast containing the survey during the month of January or February due to staffing issues. Rick Hoeninghausen does not think that it will go out until March so we will go with the original plan and have Engage Strategies research group, Prime Group, choose a list from their database.

Mike said that the researchers would begin on that this afternoon and he thought that the survey would go out early next week.

Discussed Red Lodge's unveiling of their new brand/logo.

The group still agrees that we should not hang everything on developing a logo.

The research questions are designed to glean the information of whether a logo will be useful and if that is the case then we will develop one.

Mike really likes the Chamber logo

Mike will work with Barbara to create this year's Marketing plan to be submitted to the TAC Board. In May.

### **3. Old Business- Action Items**

#### **3.1 Yellowstone Ecosystem Procedures Sabina Strauss/Barbara Shesky 5 min.**

Sabina: Follow-up on revisions from last month's discussion. Public Comment period for the Crevasse Mine is currently open until March 3<sup>rd</sup>. Results from Elk hunting scoping in District 313.

Decision: Sue motion to accept Sabina procedures Hall second all in favor of adopting procedures

#### **Resolution # 02.24.16-02**

Barbara- I am working on the letter for the Crevice Mine scoping to submit to the DEQ the Deadline for submissions is next Thursday.

Elk Hunt- The new FWP commission's unanimous decision for HD 313 is sort of a compromise measure. Anyone with a general license can hunt there for 2-year-old or older bull elk in the first three weeks of the season. After that, only 50 permits will be issued for the last two weeks of the season. The FWP would also be allowed to close parts of the district for emergencies. There will also be some limited cow hunt permits and youth hunting opportunity. Elk permits by the 15<sup>th</sup> of March.

#### **3.2 Color Test Schalene Darr 2 min.**

The Board scheduled a 'Colors' personality test last month

Sabina thank you for getting Mary Anne here we are already using it in relating

#### **3.3 Change Chamber Fiscal Year Barbara Shesky 0 min.**

Tabled

## 4 New Business

### 4.1 Yellowstone Gateway Business Coalition

Karrie Kahle 10 min.

Yellowstone Gateway Business Coalition is a group of businesses, landowners and organizations that believe our prosperity and way of life depend on clean water, healthy agricultural land, forests and wildlife of Paradise Valley and the surrounding public lands, the northern Gateway to Yellowstone National Park.

The Coalition is asking the Gardiner Chamber to become members and for Barbara Shesky, Executive Director, to become one of their spokespersons.

Presentation and Board discussion regarding the pros and cons of signing in to be part of the Coalition.

Politics, versus community.

People can choose to use other entrances why would we do anything in this community to risk everything?

Barbara reads a history timeline of how we have come to the position of speaking out regarding environmental issues to help the Board decide.

Sabina makes a motion that the Gardiner Chamber of Commerce becomes a member of the Yellowstone Business Coalition.

No second Motion tabled.

Hal: we now discuss the topic not the motion. Barbara is also being asked to be a spokesperson we take time to digest this and get a sense of the membership.

Sabina if the environment is gone the Chamber is gone.

Scott is okay with leaning one way or another but we want to make sure that we are putting our weight behind something that we believe in.

We aren't hearing from the other side, (meaning pro mining on the border of Yellowstone National Park)-as you start getting your feet wet that is when you will start to hear from the other side

Is there any other topic that the Gateway Coalition is going to address? Karrie-No

Don't want to join an organization that has carte blanche if the Coalition was put together strictly with regards to mining -what if they decide to oppose something else? Karrie this is only about mining.

Erica- these questions are spot on this is good feedback let's make sure that every stone is overturned.

Hal we would all agree that this is a pretty good way to go but we are trying to turn a ship in a small pond, we always act as a conduit for communications. For me to vote today is trying to turn the ship too quickly.

Erica: It is great to hear your concerns this is in its infancy and to write a letter is one thing. And Barb's time is pretty precious and we need to listen to her where she can be productive. Spokesperson role- Website and 5 or six business owners will be shown with a headshot and a quote and when a reporter calls me she directs them to a spokesperson so that community voices are being heard.

As far as time commitment it would be phone calls and we had identified Barb as a good candidate to speak on how tourism impact this area and speaking to officials. Mostly minimal but the Washington trip is sponsored by the Coalition. We want the people of tourism to be heard so that it isn't just the enviros.

Tell the members the Board has been approached by the YGC to become a member since the Board is not ready to take a position we forward the enrollment form to the members, with or without a question as to whether we join. We communicate this to the members --you let us know.

The Board wants to be fair and equitable to all our members.

Anti-sulfide- Careful scrutiny versus anti mining. We are for clean air and pro clean water where the political part of this starts is the challenge.

Website up second or third week of March Plenty of time

**5. Public Comment** **5 min.**

**6. Date of next meeting.** **1 min.**

The March 2016 meeting is cancelled due to scheduling conflicts.

**Status: Completed**

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**Recording Secretary**

**Chairperson**

**Date**

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