



Gardiner Chamber of Commerce

Meeting date: **Thursday, April 21, 2016 from 12:06 PM to 1:38 PM**

Location: Upstairs at the Gardiner Welcome Center

Purpose: Regularly scheduled meeting

Invited Guests: Katrina Fife - Employment and Training Specialist for Rural Employment Opportunities (REO) for Region 9

Casey Hubbard- Fireworks Stand Proprietor

Karrie Kahle- Yellowstone Gateway Business Coalition

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.

Excused Sandy, Sue and Sabina

All others present quorum present.

Status: Complete

1.2 Directors /Financial Report

Barbara Shesky 5min.

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

Barbara reviewed the budget versus actual report for the month of March

Expenses budgeted: \$12,477.85 Actual: \$10,219.71

Budgeted Income: \$57,012.34 Actual Income: \$12,017.40

Reason for Discrepancy: Restroom Project on Hold-no TIIP income, Yellowstone Country Branding grant: not due this month as was expected.

Of Note: Newsletter Income projected to be \$1,000. Actual was \$2,087.40

239 walk-ins- things starting to pick up.

Park gate numbers for the gate were down 10%, Barbara noted that as odd since the feedback that she was given by members was that March was pretty good.

The Northern Range Promotional Cooperative with Cooke City- We placed an ad in 2016 USA TODAY & NATGEO WILD: America's National Treasures!

Remnant spot on Montana page usually sells for \$3,500 they offered it at \$1,500 we got it for \$1,000.

- Distribution: USA TODAY/Nat Geo distro., national coast-to-coast, in addition to US members of the [World Wildlife Foundation](#), [Orbitz.com](#) and the [National Wildlife Federation](#), amounting to millions.
- **Shelf Life:** The publication will remain on newsstands for four to six weeks.

We will also receive the link to the digital copy to share with members and put in newsletters and such.

Status: Completed

1.3 Approval of Prior Month's Meeting Minutes **Schalene Darr 1min.**

Minutes of 2.24.16

Motion to approve the minutes of the February 24th 2016 meeting: Hal Broadhead

Second: Anna Holloway

Discussion: none

All in favor, motion carried.

Resolution # 004-21-2016-01

Status: Completed

2. Committee Business

2.1 Yellowstone National Park **Brian Suderman 5 min.**

Current events in Yellowstone

National Park Week - free through the rest of the week. Road dates: West side roads to OF, WY and Canyon open. Other roads will open over the next two months. Road construction over summer: Mammoth to Norris with phase two which will continue 5 miles towards Mammoth. Long term project, 3 years (that section) contract up for bid at present. Might have night closures from Sept 11 to Oct 2. Dunraven will be the alternate route and of course the construction in Gardiner the Canyon rim project will begin. It is a multi-year project. Inspiration point closed all summer, brink of Upper Falls will also be closed that may have some impact in the Canyon area. Improving overlooks and trails it really needs rehab.

Improving communication with tour companies regarding good behavior in the Park. 1610 AM radio will be improved more info. On the 26th of April Nat Geo Yellowstone Issue comes out, David Quammen, author from Bozeman, wrote the entire issue. Centennial events: May 13th is the 125th anniversary of Lake Hotel. 9 am- historic vehicle parade Xanterra in charge of this celebration. June 2nd postal Service

celebration 16 National Park stamps available at Mammoth Post Office. Aug 25th Evening at the Arch. that day too REI Village a trailer and booths with be set up on the esplanade at Mammoth. This is not to advertise REI, it is because REI is a significant supporters of the Centennial.

Condition of trails in Northern range some are drying out but if you go south there is still snow and mud on the trails and limited facilities, hopefully this will give a bit more income to Gardiner. Canyon gas station opens today.

Status: Completed

2.2 Gardiner Gateway Project

Daniel Bierschwale 10 min.

Updates on the Gateway Project and the Centennial

Work continues to complete in front of YA. Starting work on backdrop of stage in Arch Park. There was a tour that the Park Service put on of the Project construction.

Public meetings are being held every Monday 5:30 at Community Center- very poor attendance by the public.

Concrete work: Phase I area: Roosevelt Arch and concrete work at Welcome Center Basalt.

Phase II: first section work storm drains at river access the Park Concession office area.

August 25th Event – if you would like to volunteer, contact Emma Mitchel Coordinator at emma_mitchell@partner.nps.gov

Press release regarding event will come out the first week in May.

Actively fundraising 75% to goal.

Barb and I worked on a FAQ -not for printing but to assist her and Zondra in answering questions regarding the event properly.

Status: Completed

2.3 Properties and Facilities

Schalene Darr 5 min.

Updates on the Public Restroom Build and Rodeo Grounds

Rodeo Grounds— A small form for people to fill out to leave livestock overnight at the grounds cost is \$10 per head per night we are going off Park County Fairgrounds as an example. We have begun charging because of wear and tear and because no one cleans up after their animals. We even had a situation where someone left hay in the corral left the gate open the elk got in after the hay and then the corral gate blew shut on them and Barbara had to go and let them out.

Still working on a form Q&A on property use. Should be out in the next month. It will be sent to the members posted on the Gardiner Community site on our website and placed in the newsletter.

Restroom Build- G-RAD Schalene attended the meeting earlier this month and submitted a request for funds to make up for the apparent shortage. We will find out in May whether we were successful. The G-RAD Board would like us to look at local contractors we will and we will also put it back out to bid.

Status: Completed

2.4 CVB

Barbara Shesky 5 min.

Marketing Plan to submit to the Tourism Advisory Council (TAC)

This year we are projected to have \$33,000.00 for marketing Gardiner. These funds may only be used for the administration of the CBV and marketing Gardiner. The plan is to create a brand new website. Invest in Social media boosts and internet advertising. We will be creating a Gardiner Logo for use by Gardiner businesses, A rack card for distribution to Chambers and CVBs in Montana and Wyoming and POS material for table tents to advertise the shoulder and winter seasons. These table tents will be distributed to all Lodging facilities and restaurants that would like to participate in boosting these seasons. Also 20% of the monies will be used for administration and \$1,500 will be set aside for the travel expenses incurred to attend the mandatory TAC and Governor's Conferences.

Motion to approve the marketing plan for the CVB FY17 -Schalene Darr

Second: Neli Karamfilova

Discussion: none

All in favor, motion carried.

Resolution # 004-21-2016-02

Status: Completed

3. Old Business- Action Items

3.1 Businesses Not Complying with Articles & Bylaws Schalene Darr 10 min

How to handle 2 Chamber Member Business Owners that are not complying with our organizations articles and bylaws.

Decision: Elected not to deal with it at this point

Status: Tabled

4. New Business

4.1 Change of Chamber fiscal year from Nov-Oct to Jan-Dec.

ARTICLE 4—MEETING Section 1. Of the Bylaws of the Gardiner Chamber of Commerce

From: The annual meeting of the members shall be held during the month of November or December of each year, at such a date, place and hour that the Board of Directors shall designate. The fiscal year begins on the first day of November.

To read: ARTICLE 4-MEETING Section 1-The annual meeting of the members shall be held during the month of January of each year, at such a date, place and hour that the Board of Directors shall designate. The fiscal year begins on the first day of January This change will bring the annual budget and P/L in alignment with the tax year which is a calendar year. This change will also streamline the budgeting process.

Motion to ratify the change of the chamber fiscal year as presented: Hal Broadhead

Second: Scott Demaree

Discussion: None

Vote of the membership in attendance
14 in favor, none opposed
motion carried

Resolution # 004-21-2016-03

Status: Completed

4.2 Employment/Training Rural Employment Opportunities Katrina Fife 15 min. REO Services

For employees that meet REO criteria, the program will:

Pays up to 100% of wages during training period

Provides Work Opportunity Tax Credit

Matches potential employees with jobs

Offers assessments and training in soft skills

Performance and retention evaluations during training

Status: Completed

4.3 Sidewalk use for businesses

Schalene Darr 10 min.

It has been brought up that as we improve the sidewalks that there will be some regulations regarding sandwich Boards

The thought is try to make it cohesive across town. It should happen fairly soon.

Neli Karamafilova: What about the green space, the boulevards? The boulevards on Scott St are the responsibility of the property owner.

It has been brought up that at the K-bar that table on the bump out is blocking handicap access

It is felt that a certain amount of space has to be open

Input from the audience.

A form to get input and what not so that it can be worked through in conjunction with Park Service and MDOT.

Also includes hanging baskets hanging signs

The standard will have to manage around vision impaired, wheelchair bound this is public funding.

Status: Completed

4.4 Request by Yellowstone Gateway Business Coalition Karrie Kahle 10 min

The Coalition has requested that Barbara join reps from Livingston, Park County Commissioners office and Colin of Chico to speak to legislators in Washington regarding the attempts to mine gold on Emigrant peak and Crevasse Mountain.

Coalition launched last month and have over 150 members now website is launched Dontmineyellowstone.com a video will be coming out. Karrie will be here for Earth Day.

Colin Davis and Brian Wells asking if Barbara can go to Washington DC representing the Gardiner Chamber as she has great knowledge of the tourism industry. And that she would be a benefit.

Board and audience discuss possible conflict of interest. Opportunity to meet with legislators.

Board offers that if Barbara is to go then it should be on her own vacation time, to possibly work while on plane etc.

Trying to work 8 hours and then go into meetings with officials is too much so that won't work Barbara declines to use her personal vacation time for this.

Status: Completed

4.5 Fireworks Stand at Rodeo Grounds Request Casey Hubbard-15min.

Rodeo lease and request that the stand be there year round so that he doesn't have to move it every year, also use of grounds to allow people to light off firework.

It would be a safe and supervised alternative to last year Dino Lube and Cowboys lit of fireworks in their parking lots and there was about 200 in the crowd watching.

Grounds safest and biggest open space for this.

Casey talked to Bob C of the Gateway Hose Company- he thinks it is an acceptable idea

He also spoke to Wanda at the Yellowstone Village Inn, and Wanda okayed it.

It would be on the 4th -- a stepping stone to a bigger event that would keep people here.

Hold harmless agreement if something happens it would protect the Chamber 10-11:30pm only— individuals not a show

The Board has reservations about allowing Casey to leave the fireworks stand there.

Event okayed

We will draw a lease for 2 weeks for \$600.

Status: Completed

5. Public Comment

5 min.

Joe Gross commented on the Gardiner Gateway Project among other things.

Minnie? commented on the ED going to Washington DC

Status: Completed

6. Date of next meeting.

1 min.

May 19th at noon here in the Visitor Center.