

GARDINER CHAMBER OF COMMERCE



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Meeting Date: **Thursday, March 16, 2017, from 12:10pm to 12:59pm**

Location: Upstairs at the Gardiner Welcome Center

Purpose: Regularly scheduled meeting

MISSION STATEMENT:

The Gardiner Chamber of Commerce serves our community through developing local tourism while endorsing stewardship of the Yellowstone Ecosystem

1. Chamber Business

1.1 Roll Call & Introductions

Sabina Strauss, Jeff Guengerich, Anna Holloway, Sue Johnson, Neli Karamfilova, Trina Smith, Jim Stark.
Absent-Excused: Schalene Dall, Sue Johnson, Edwin Johnson

1.2 Approval of Prior Month's Meeting Minutes:

Minutes from December 2016 and February 2017.

Trina made a motion that all these minutes be approved as is, Jeff seconded, no discussion, all in favor. Minutes approved.

2. Committee Business

2.1 Yellowstone National Park

Brian Suderman was not present. No update.

2.1 Properties and Facilities

No representative present. Trina did ask if a "punch list" was being completed for the new restrooms as she had noticed some small items needing attention. Sabina was not sure. Will follow up with Schalene upon her return.

2.3 Gardiner Gateway Project

No one present to report on this.

2.4 CVB

Jean Modesette was present and gave a brief overview of the recent Governor's Conference on Tourism. Jean and Sabina both attended a presentation given by a company that did a research project on who our (State of Montana) visitors are and where they come from. The report indicated that Colorado is our top competitor. While the state is advertised as a place to 'get away from it all' the perception is

that it's expensive to travel here and a "time consuming" destination. Top two travel destinations are the Grand Canyon and Yellowstone but most people associate Yellowstone more with Wyoming than Montana. When researching the top things travelers do when visiting Montana #1 is hiking, #2 is Glacier National Park, #3 Dining, #4 Yellowstone, #5 Lewis and Clark history focused areas. Jean said going forward the state would be focusing their marketing to the "free spirited adventurer" and get away from the "geo tourist" as done in the past. Sabina passed around a handout that she picked up at the conference that is attached in minutes.

Sabina thinks that at next year's conference the Gardiner Chamber/CVB should have a booth. Jean reported they had in years past when they had one it was successful and thought it was also a good idea to do it again.

3. FFA Presentation

Requested last minute to change this to April meeting.

4. Sector Partnerships Update

Katie Weaver (MSU Extension Office) and Meagan Lannan (Livingston Job Services) did a short presentation to the board on what a sector partnership in. The presentation included a short video as well as informing the group that a "Launch" meeting for a Gardiner Tourism Sector Partnership had been scheduled for Monday, March 20th.

5. Greater Gardiner Community Council

Anne Foster of the Greater Gardiner Community Council was present and reported to the group that they are hoping to approach the local businesses about "hosting" donation jars" from mid-April to mid-September in their businesses for donations for work to be done on the community center. They are using resort tax money to have some hazardous material removal done this fall but there is still lots more work to be done. They are applying for various grants to do some of the further work but is hoping the community will show support by allowing these donation jars in their businesses.

6. Public Comment

Joe Gross asked if Schalene had received his letter about the street lights. Sabina was unsure.

7. Date of Next Meeting
Wednesday, April 19th