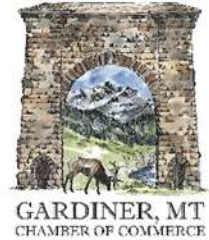


# GARDINER CHAMBER OF COMMERCE



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## **Gardiner Chamber of Commerce**

Meeting Date: Wednesday, April 19, 2017.

Meeting began at 12:04pm and adjourned at 1:28pm

Location: Upstairs at the Gardiner Welcome Center

Purpose: Regularly scheduled meeting

### **1. Chamber Business**

#### **1.1 Roll Call & Introductions**

Schalene Darr, Jeff Guengerich, Anna Holloway, Neli Karamfilova, Trina Smith, Jim Stark, Edwin Johnson.

Excused Absent- Sabina Strauss, Sue Johnson

#### **1.2 Approval of Prior Month's Meeting Minutes:**

Motion to approve by Jeff, second by Jim, all in favor- minutes approved.

#### **1.3 Approval of Cleaning Hire**

Motion to approve Tom Jessop as the new cleaner by Jeff, second by Edwin, all in favor. Cleaning hire approved.

#### **1.4 Approval of Marketing Manager Hire**

Motion to approve Neala Fugere as the new Marketing Manager by Trina, second by Jim, all in favor. Marketing Manager hire approved.

### **2. Committee Business**

#### **2.1 Yellowstone National Park**

Brian Suderman was not present. No update.

## **2.1 Properties and Facilities**

Schalene reported that the new restrooms are now open 24/7 but there are still a couple of punch list items needing to be addressed. It was also brought up that a lot of people are parking at the rodeo grounds and leaving vehicles overnight, etc. and we need to decide if we want to charge or what. Jim asked about signage and informing people that they need to make arrangements in advance to ensure we have contact info for them if we needed to get in touch about having the vehicle moved, etc. Schalene also reported that Sue Johnson has inquired about the use of the rodeo grounds for an event and Casey Hubbard has inquired once again about selling fireworks as well as allowing people to use the rodeo grounds for shooting off fireworks. The decision was made to allow Casey to once again sell fireworks but not allow folks to use the rodeo grounds as an area for shooting off fireworks. Schalene and Jeff have a meeting later today in regard to the rodeo grounds and there will be more to report at the next meeting on the parking situation. Schalene informed the group that Tom will be coming on Friday (April 21<sup>st</sup>) to do a deep clean of the building. There was also a recent visit by the insurance agent and we will be addressing a small siding issue on the side of the building.

## **3. FFA Presentation**

The Gardiner High School FFA Chapter did a presentation in preparation of their upcoming competition. As part of the competition they are required to do a presentation in show of support and opposition (not about swaying the audience just presenting both sides of the issue). Our chapter chose to focus on the proposal of mining near Yellowstone. The students did a great job! They will compete in Big Timber on May 2<sup>nd</sup>.

## **4. Marketing Plan Proposal**

Neala Fugere presented the marketing plan for FY2018. Plan attached.

## **5. Public Comment**

None

## **6. Scheduling COLORS for May Meeting**

The was scheduled for the Chamber Board for Wednesday, May 10<sup>th</sup> @ 5pm

## **7. Date of Next Meeting**

Thursday, May 18<sup>th</sup> @ Noon



# FY18 Gardiner Chamber Marketing Plan

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*Promoting shoulder season visitation while further establishing the Gardiner, Montana brand.*



# Overall Goals

- Increase visitation and bed tax collections (October-May)
- Increase time spent in Gardiner (June-September)
- Increase resort tax collections (June-September)
- Increase return visitation to the State particularly during the shoulder and winter seasons
- Increase digital presence including social media and website traffic



# *Target Markets*

- Geotraveler
  - ◆ Educated, relatively affluent older visitors interested in a sustainable and authentic travel experience.
- International Visitors
  - ◆ Canadian, Chinese, English, and Italian top visitors in recent years.
- Free-spirited Adventurers
  - ◆ City-dwellers with families seeking a unique, adventurous travel experience characterized by solitude and the natural world.



# Marketing Segments

- Extending Engage Strategies
  - ◆ Leverage our existing consultant to further establish the Gardiner brand and marketing goals.
  
- TDG/Website support
  - ◆ Continue our web hosting services. Integration of social media platforms, analytics, and banner ads.



# *Marketing Segments, continued*

- Administration Costs
  - ◆ Camera and software, staff salary, travel expenses
- Funding for Governor's Conference and TAC meetings
- Stocking Chamber Brochures, Gardiner Chamber Rack Card





# *Marketing Segments, continued*

- Trademark of the Gardiner, Montana Chamber of Commerce Brand
  - ◆ Protect intellectual property
  - ◆ Maintain copyrights and trademark (™) of the Gardiner, Montana brand



# Marketing Segments, continued

- Gardiner Promotional Video
- ◆ Three 30-second videos showcasing Gardiner’s “unsung seasons” of spring, fall, and winter
  - ◆ The videos will be designed to be pulled together into one longer video to include some summer footage
  - ◆ To be used on social media, the Gardiner Chamber website, YouTube, and available for access to Chamber members



# Marketing Segments, continued

- Social media paid likes, ads, and boosts
  - ◆ Increase our online following to promote brand awareness, increase visitation, and drive website traffic
  
- Hashtag campaign
  - ◆ #VisitGardinerMT
  - ◆ Vinyl clings and stickers
  - ◆ Encouraging use of the hashtag via social media posts
  - ◆ Modified website feed



# *Marketing Segments, continued*

## → Influencer Writing Trip

- ◆ Partnership effort with Yellowstone Country
- ◆ Bring out a strategically selected influencer, aka “perceived expert” to help promote the Gardiner brand story on social media
- ◆ Will provide baseline data to further pursue influencer and press trip endeavors



# *Marketing Segments, continued*

## → Opportunity Marketing

- ◆ Funds to reserve to respond to emergent opportunities
- ◆ Allows us to remain open to additional print media, social media boosting, online digital advertising, SEO optimization, co-op or joint efforts.



# Allocation of Funding

| <b><u>Project</u></b>                               | <b><u>Previous Year</u></b> | <b><u>2018</u></b>                |
|---|-----------------------------|-----------------------------------|
| Engagement Strategies Consulting                    | \$6,000.00                  | \$6,000.00                        |
| Stocking Brochures                                  | \$600.00                    | \$600.00                          |
| Conferences   | \$1,500.00                  | \$1,500.00                        |
| Administration                                      | \$6,400.00                  | \$9,000.00                        |
| Maintain Trademark                                  | \$700.00                    | \$500.00                          |
| Marketing Manager Pay                               | -                           | \$4,400.00                        |
| Promotional Video                                   | -                           | \$10,000.00                       |
| Social media post boosts                            | \$1,500.00                  | \$1,500.00                        |
| Window Clings, Stickers/Postcards, Hashtag Campaign | -                           | \$1,000.00                        |
| Joint ventures                                      | \$3,000.00                  | \$4,500.00                        |
| Influencer Trip                                     | -                           | \$4,500.00                        |
| TDG   | \$9,600.00                  | \$1,500.00                        |
|   |                             | <b>Total to Allocate \$45,000</b> |

# Gardiner Montana



*Nature's Favorite Entrance to Yellowstone National Park™*

**VisitGardinerMT.com**