

# Gardiner Chamber of Commerce

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

Meeting date: **Thursday, November 15, 2018 from 12:00PM to 1:00PM**

Location: Gardiner Chamber of Commerce

Purpose: Regularly Scheduled Meeting

**Agenda:**

- 1. Chamber Business**
  - 1.1. Roll Call & Introductions**

Jeff Guengerich, Sabina Strauss, Trina Smith, Edwin Johnson Mike Keller, Neli Karamfilova

Excused Absent: Jim Stark, Anna Holloway

- 1.2 Approval of Prior Month's Meeting Minutes**

Minutes from October 2018

Trina Smith motioned for approval. Mike seconded. Motion passes.

**2. Park County Community Foundation**

*Peter Fox, Community Vision and Profile Development Overview*

Park County Community Foundation's executive director Peter Fox gave an overview of the organization, whose purpose is to channel tax-deductible funds to organizations in need in Park County. The organization is working on developing a community vision and community profile which will define Park County's assets and challenges. They are also working on a web-based database to connect nonprofits, businesses, and individuals in Park County with important resources (business plans, grant opportunities, population demographics, etc.) The final phase of the project is scheduled to be completed in the second quarter of 2019. Peter also reminded everyone to take their community survey, which can be found in a link in the Gardiner Community Newsletter from 11/14/18.

**3. Committee Updates**

**3.1 Yellowstone National Park**

Mary Wilson- *North District Ranger*

All roads closed except the NE road. October was the third busiest season on record in YNP; the North Entrance was up more than 11% as compared to last year. The Albright Visitor Center is currently open from 9-5 p.m. Mammoth Hot Springs Hotel and Cabins are now closed, but there will be a coffee bar open in the Map Room from 6:30 a.m. to 2 p.m. and a lunch buffet upstairs from 11:30 – 2 p.m. The Bear

Den Ski Shop will be doing ski rentals this winter season but not ski lessons. Ice skating is open. Yellowstone Forever is renting spotting scopes and binoculars in the Mammoth Park Store. Steamboat went off again at 11 a.m. today (11/15/18). It has gone off 27 times this year, pushing the all-time recorded record. A public meeting opportunity with Superintendent Cameron Sholly will take place December 7 in Gardiner, location TBA.

### **3.2 CVB/Marketing**

*Neala Fugere – Director of Marketing*

The spring promotional video is in its final stages and will be released in January. The Gardiner Travel Guide has nearly sold out of ads; four 1/8 page ads remained. Neli requested an ad for the Corral. A Gardiner CVB style and design guide has been finalized for use in-house and for contract writers. The CVB is experimenting with YouTube ads for the promotional videos and will likely look into additional digital advertising opportunities.

### **3.3 Membership**

*Recruiting New Board Members*

Jeff stressed the importance of recruiting new board members and asked everyone to be on the lookout for new members. Sabina and Neala have spoken with Rebecca Demaree; Neala will follow-up before the January meeting. Sabina reported that Cheryl is not available this year as they are short staffed at the bank. Mike Skelton attended the board meeting and gave a short introduction of his background – head of a building company in Texas, president of a nonprofit out of Las Vegas, long-time volunteer at the HRC in Gardiner, and current owner of the guiding company Yellowstone Wonders. The Board thanked him for his interest and for attending the meeting. The annual voting in of new board members will take place on January 17 at the Gardiner Community Center. The Board approved trading the GGCC the price of the Community Center reservation for an ad in the Gardiner travel guide.

### **3.4 Properties and Facilities**

*Front of Building-update*

Jeff has spoken with a few contractors to get a sense of the scope of project. The issue is the front of the building was not prepped adequately for the stucco material to adhere to it properly, so the building will need to be re-prepped and covered. Jeff reminded everyone we will have to schedule the repair work in the spring as the weather has become too cold/wet to do the repair this year.

*Flag Pole Lights & Dark Sky Initiative*

Jeff and Neala updated the group on Lynn Chan's request to add light shields to the flag poles per the Dark Sky Initiative. A brief discussion took place amongst the Board on this addition and what it would entail, but the consensus was we should honor this request after looking into the scope of the project a bit more.

*Rodeo Grounds (not on original agenda but added on during the meeting)*

Jeff Guengerich – Gave an update that the Rodeo Club requested funds from the Gardiner Gateway tax for improvements to the Rodeo Grounds in the way of new restrooms, permanent signage, and a new pavilion without notifying the Gardiner Chamber of Commerce as property owners. He stressed that the group should be aware of this request and plans to bring the miscommunication to light. Sabina agreed these improvements would be a good thing for the Rodeo and wondered what it would take to give the rodeo grounds back to the Rodeo Club.

## **4. Public Comment**

**5 mins**

*Joe Gross* – Requested the Board submit a Gardiner Gateway Tax request for funds for snow shoveling on the Gardiner Bridge this winter. Jeff denied the request because the

deadline for requesting funds has already passed.

Sabin Strauss – Asked for an update on the Coach Bus operation between Gardiner and Livingston. Neala reported on Loren's notes that the Coach Bus has experienced very low ridership; cost, travel times, and low employee buy-in were sighted as factors. Mike Keller noted that Xanterra has been in contact with them multiple times asking for information on ridership, which Coach has failed to provide. Xanterra does not intend to move forward on subsidizing the bus until more information on ridership is made available as requested.

Meeting adjourned at 1:15 p.m.

**6. Date of Next Meeting**  
**December 20th, 2018**