

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, April 19th, 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, Trina Smith, Anna Holloway, Edwin Johnson, Neli Karamfilova, Mike Keller, Kristin Nunn, Jim Stark

Absent: Sabina Strauss

1.2 Approval of Prior Month's Meeting Minutes

Minutes from March 2018

Jim Motion. Edwin Second. No Discussion. Minutes Approved

2. Committee Updates & Assignments

2.1 Yellowstone National Park

Mary Wilson- North District Ranger

Park roads preparing to open. Mammoth to Norris may have possible delay in opening dependent on rain and snow conditions.

2.2 Governor's Conference Update

Several business representatives from Gardiner were able to attend and found the networking and workshops very helpful. Information from the conference will be shared out in the next monthly members email update. Would love to continue to have good representation from the Gardiner community in the future

2.3 CVB/Marketing

Neala Fugere-Marketing Manager

Presentation on what was accomplished in FY18 and what the goals are for FY19. See attached powerpoint

Motion to Approve FY19 Marketing Plan

Motion by Trina. Second by Edwin. No Discussion Plan approved. Plan will be presented at the June TAC conference in Helena for final approval.

2.4 Membership

Newest Member- Grizzly Grille (new ownership)
Yellowstone Wonders

2.5 Properties and Facilities

Exterior Building Projects: Fence, Flags, Building front, Water Fountain

3. Proposal for Director of Marketing and Communications Full Time Position-Budgetary Adjustment

See attached Letter of Proposal, Updated Job Description, Budgetary Adjustment
Motion Trina. Second Krisitin. No Discussion. Motion Approved
Job to be offered to Neala with a start date of May 21st, 2018.

4. Old Yellowstone Trail South Planning Study

See attached document. Committee requesting suggestions from community on potential resource expansion for the Old Yellowstone- i.e bike trail, improved roadway, campsites, hiking trails etc.

3. Public Comment

See attached letter from Cheryl Standish. Discussion over the mission statement and the inclusion of 'endorsing stewardship of the Yellowstone Ecosystem' being too broad.

6. Date of Next Meeting

May 17th, 2018

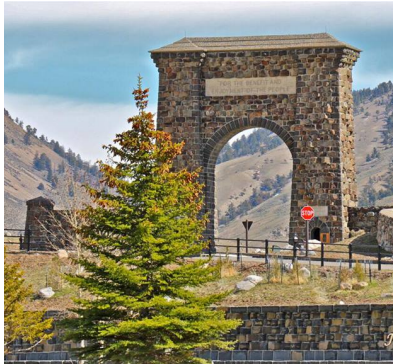
FY19 Gardiner Chamber/CVB Marketing Plan

Promoting shoulder season visitation at Nature's Favorite Entrance to Yellowstone National Park while further establishing the Gardiner, MT brand.



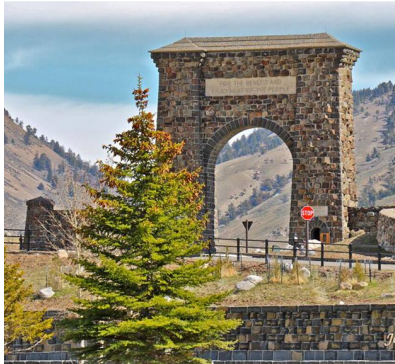
FY18 Successes

- Unsurpassed social media growth
- Blog post digital strategy
- Gardiner promotional videos
- VisitGardinerMT merchandise and print assets



FY18 Challenges

- Limited staffing to respond to opportunities
- Lack of basic software for in-house creative
- Limited high-quality photo assets



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
- Build upon FY18 success by further establishing the Visit Gardiner MT brand



Target Markets

→ Educated Traveler

- ◆ Educated, relatively affluent older visitors interested in a sustainable and authentic travel experience.

→ Affluent Families

- ◆ Relatively affluent families seeking a unique, adventurous travel experience characterized by solitude and the natural world.

→ International Visitors

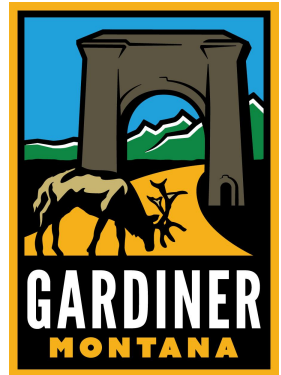
- ◆ Canadian, Chinese, German, Australian and English top visitors in recent years.



Marketing Segments

→ Administration Costs

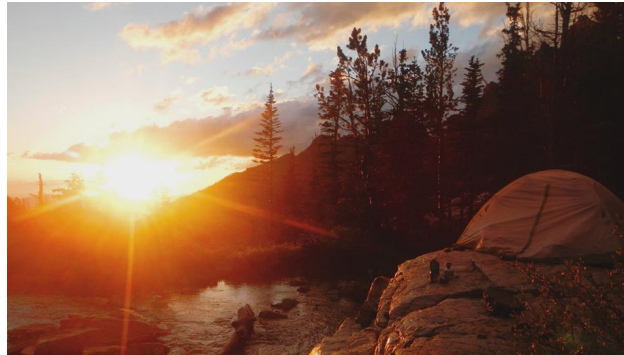
- ◆ Stocking Chamber Brochures, Gardiner Chamber/CVB Rack Card
- ◆ Software for photo editing and creating in-house publications and ads
- ◆ Essential functions like bank accounts and checking fees
- ◆ Staff salary for CVB-related projects
- ◆ *Funds requested: \$9,031*



Marketing Segments, continued

→ Conference Travel

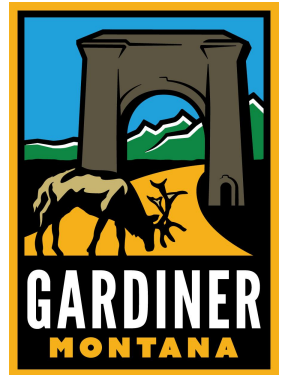
- ◆ Designated funds for Governor's Tourism Conference, TAC meetings, research summits, and Yellowstone Country meetings
- ◆ *Funds requested: \$1,500*



Marketing Segments, continued

→ Marketing Personnel

- ◆ Funding for a full-time Marketing Director to lead CVB projects and provide additional administrative support
- ◆ See additional job description handout
- ◆ *Funds requested: \$4,515*



Marketing Segments, continued

→ Social Media

- ◆ Continues to be a rapidly growing platform to connect with potential visitors and keep in touch with past visitors
- ◆ Significant driver to the VisitGardinerMT website, which provides a tool for visitors orienting themselves to our destination
- ◆ *Funds requested for social media advertising: \$4,500*



Marketing Segments, continued

→ Photo Assets

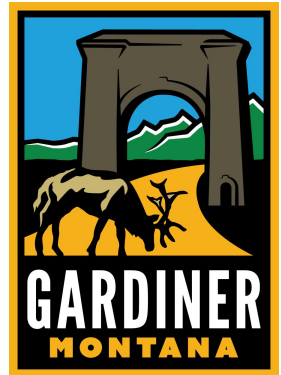
- ◆ Our digital library is currently lacking high-resolution, quality images of our area
- ◆ Designate funds to solicit images from local photographers to enhance print and digital promotions and communications
- ◆ Possible photo contest advertising
- ◆ *Funds requested: \$2,000*



Marketing Segments, continued

→ Joint Ventures

- ◆ RootsRated Media - Experiential website content
- ◆ Yellowstone Country - TripAdvisor program
- ◆ Regional Partners - Cooke City and Livingston
- ◆ *Funds requested: \$7,000*



Marketing Segments, continued

→ Marketing Consultant Support

- ◆ Continue to utilize the expertise of Mike Bento of Engage Strategies
- ◆ Further develop and promote the Gardiner, MT brand
- ◆ Develop unique shoulder season campaigns
- ◆ *Funds requested: \$6,000*



Marketing Segments, continued

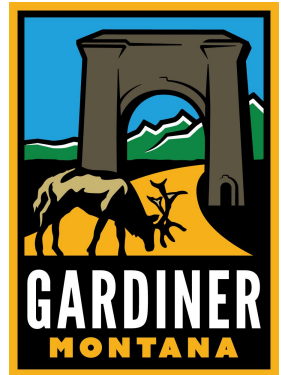
→ Website Services and Development

- ◆ Continue to leverage our web hosting agency at TDG
- ◆ Build out mini websites for shoulder seasons to add on to our popular web-based trip planning tools
- ◆ Training and support for web-related issues that may arise
- ◆ *Funds requested: \$2,000*



Marketing Segments, continued

- Visit Gardiner Travel Guide
 - ◆ Creation of a comprehensive Gardiner Travel Guide with full business directory and trip planning resources
 - ◆ Available both in print form and online
 - ◆ *Funds requested: \$4,000*



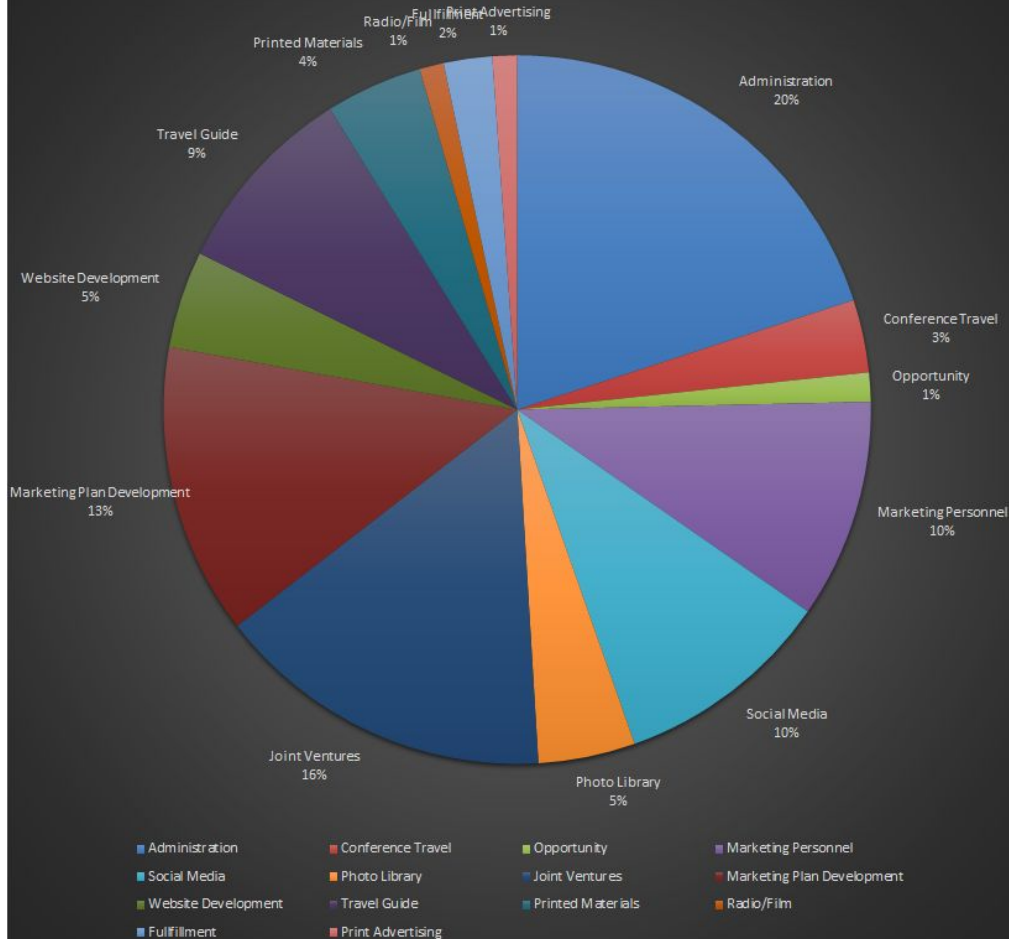
Marketing Segments, continued

→ Opportunity Marketing

- ◆ Funds on reserve to respond to emergent opportunities
- ◆ Allows us to remain open to additional print media, social media boosting, online digital advertising, events, SEO optimization, co-op or joint efforts.
- ◆ *Funds requested: \$600*



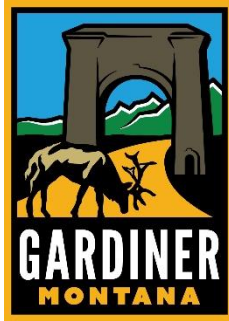
FY19 Budgetary Breakdown



FY19 Funding Allocation Breakdown Total Projected Revenue: \$45,155

Administration.....	\$9031
Conference Travel.....	\$1500
Opportunity.....	\$600
Marketing Personnel.....	\$4515
Social Media.....	\$4500
Photo Library.....	\$2000
Joint Ventures.....	\$7000
Marketing Plan Development.....	\$6000
Website Development.....	\$2000
Travel Guide.....	\$4000
Printed Materials.....	\$2000
Radio/Film.....	\$500
Fulfillment.....	\$1000
Print Advertising.....	\$509

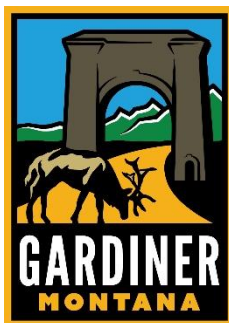
Rollover Available: September
Uncommitted Available: Audit (October)



Assistant Director of Marketing and Communications Full Time Position Proposal FY17

The following is a proposal to alter the FY17 budget, and future budgets, to include the expansion of the current Marketing Manager position to a full-time position as Assistant Director of Marketing Development. The proposed change would mean an increase in the current budget from \$8,400/yr. to \$26,000/yr. with the remainder of the funding coming from CVB and VIC funding. Our FY17 net income would cover approximately two years of this position with no additional funding needed, however as our capacity to serve our members, host fundraising events, and market our community expands we anticipate our annual income will continue to grow. (See Funding Position Page 3)

The creation of the part time Marketing Manager position in 2016 contributed to huge gains in the Chamber's capacity to take on projects in-house, expand digital content, and grow our website and social media platforms but with only part time staffing there is still a limited amount of time that can be dedicated to these projects. The expansion of this position to full time would allow us to take continue with the momentum of the last year by bringing more work in-house to design advertising, a travel guide, create press releases, network with tourism partners, research grant opportunities and promote events in the community. As our organization grows we need to continue to increase staff capacity and we are in the unique position of having both the funding and the talent at our disposal.



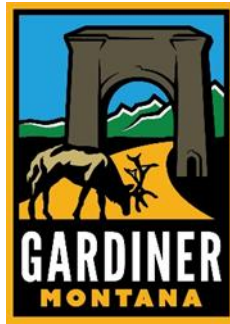
Director of Marketing and Communications

Job Description

The **Director of Marketing & Communication** will act as the primary project manager for all marketing and communications operations of the Gardiner Chamber of Commerce/CVB as well as assisting with the Visitor Center Operations during summer season (May 25th-Sept 30rd). This position reports to the Executive Director.

Roles and Responsibilities Include but are not limited to:

- Assist with developing, implementing and evaluating annual marketing plans as well as quarterly opportunity marketing, with Executive Director and CVB Committee
- Shall acquaint himself/herself with Chamber members in order to better promote Chamber Members businesses. Promote member businesses equally and fairly.
- Responsible for creating creative, relevant content for ads, website, promotions, and social media platforms
- Responsible for the maintenance and updating of the Chamber's social media accounts, respond to all inquiries and ensure the appropriateness of the items posted there.
- Responsible for tracking and reporting social media and website statistics to the Executive Director and Board of Directors
- Assist with Chamber/CVB events, fundraising activities, and other Board functions
- Attend monthly CVB committee meetings, Board Meetings and other conferences and seminars that benefit the Chamber/CVB
- Responsible for creating and managing a media database
- Shall prepare press releases for important events affecting the Chamber/CVB its member businesses; Write, co-author, or proofread all public-facing communications.
- Will work proactively with Executive Director, CVB Committee, and other tourism partners to maximize impact and reach; Maintain professional relationships with County officials and employees, Yellowstone National Park officials, and area tourism representatives.
- Staff the Welcome Center Desk 15 hours week in the summer season, May 25th- Sept 30th, and at least once per month in the off-season
- Perform other duties as needed, as directed by the Executive Director and Board of Directors.
- Upon terminating their employment with the Chamber, shall deliver to the Chamber any and all Chamber property.



Funding Position
17.00/ hour
Approx. 35,500 annually

CVB Marketing Personnel Funds: 4,500
Visitor Information Center Staffing: 5,000
All Ready Budgeted for Marketing Manager: 8,400

Annual Difference: 17,600

Projected Net Income 2018: \$43,096.11
See Attached Profit and Loss Statement

Revised Net Income 2018: \$15,332.11
See Attached Profit and Loss Proposed Budget

Total Chamber Contribution Needed Annually: 26,000 per year

Websters dictionary defines chamber of commerce as an association of business people to promote commercial and industrial interest in the community. Unfortunately, the Gardiner Chamber of Commerce has become a springboard for environmental group interests. I partly blame myself for not attending meetings. I would encourage any native Montanans, especially Gardiner native business owners who are STILL members to attend the meetings now and try to get the Chamber back on track to promote ALL members businesses not just a select few with other agendas. There are environmental groups as well as political groups for board members to join, but the Chamber of Commerce is not the place.

Cheryl Standish
3/1/18