



BIG * SKY
CHAMBER OF COMMERCE
CONVENTION & VISITORS BUREAU

Agenda

Board of Directors

Big Sky Chamber of Commerce

55 Lone Mountain Trail | Big Sky, Montana 59716

406-995-3000

8:30 AM

April 14, 2016

www.bigskychamber.com

- I. Call to Order Regular Public Meeting
- II. Public Comment
- III. VBS Liaison Report

<u>Action Items</u>	<u>Responsibility</u>
IV. Approve Minutes	DOC
V. Finance	Paul
VI. Budget Scenarios for Resort Tax	Kitty/Paul

Discussion Items

VII. Old Business Reports	
a. Housing Update	Kevin/Kitty
b. Results of Legislative Survey	All
c. Yellowstone Country Vacancies	Paul
d. Transportation	Kitty
e. TEDD	Kevin

Important Dates

BAH	April Sissorbills
Shred Day	May 7
Host Week	June 3 – June 13
Annual Meeting	June 15

Adjourn



BIG * SKY
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Meeting Minutes

**55 Lone Mountain Trail
Big Sky, Montana 59716**

406-995-3000

March 8, 2016

www.bigskychamber.com

Present: Dave O'Connor, Brandon Bang, Kevin Germain, Shawna Winter, Paul Robertson, Bill Simkins, Sarah Griffiths (via teleconference until 9:08am)

Staff: Kitty Clemens and Margo Magnant

Call to order: 8:36 a.m.

Public Comment: Britt Ide, President, Ide Law & Strategy is interested in Chamber Membership and wanted to introduce herself.

Visit Big Sky Liaison

Kitty Clemens, Executive Director

- Summer media planning should be wrapped up quickly.
- Guest services app is in testing phase currently. Kitty mentioned that the app has a feature that works like "Yelp" for businesses that are nearby. The concept is to focus on guest service.
- Kitty gave accolades to Marci Lewandowski for her work on the app.
- Brandon spoke about the Dallas direct flight, stating that there is currently about \$305,000 going to marketing for the flight with a lot of parties involved in funding that. Group is working with the state for coordination which has been great. The MRG (Minimum Revenue Guarantee) on the flight was a total of \$1.3 million and with the success of the flight thus far they are already considering additional summer flights. Brandon also mentioned that they are starting to load flights for next winter already which is early and very helpful to resort ski club guests.

ACTION ITEMS

Approval of Minutes

- Shawna Winter made a motion to approve minutes from February meeting which was seconded and with unanimous approval the motion passed.

Approval of Financials

Kitty Clemens, Executive Director

Paul Robertson, Treasurer

- Kitty presented a copy of the updated budget which was e-mailed late the night before.
- She mentioned that the 3rd Quarter payment for the Visitor Information Center had not been posted yet.
- Paul Robertson asked about pace for membership revenue. The group discussed that there was not a membership director in place for a very long time (around 7 months) and the new membership director Margo Magnant has only been on the job for one week.
- Kitty and Margo will review and update 2015 membership numbers with M'Lee and have a better set of 2016 projections for next meeting.
- Kitty and Paul will meet on the budget next week, the executive committee will meet the following week, and Kitty will present a finalized budget to the board for approval at the April Board Meeting.
- Kevin mentioned he would like to reference the 2015 actuals with respect to 2016 budget, Kitty mentioned she thought it was possible for QuickBooks to print reports that way.
- Kevin proposed motion to approve February balance and income sheet which was seconded and with unanimous approval the motion passed.
- Bill Simkins asked about membership dues increase, and Kitty reminded the board that it was discussed but it was decided that it wouldn't be enacted upon until the membership director position was hired. The last increase was at the beginning of 2014. It was discussed that now that Margo has been hired that will be added to the April agenda.
- David and Kitty discussed cleaning out past accounts, Kitty mentioned that there is about \$10,000 currently at 60+ days past due.
- David reiterated that his ultimate concern is not being able to defend what looks like a drop in membership to the resort tax board and the group agreed that the lack of being fully staffed and being without a membership director for 7 months was the primary reason.
- Kitty reminded the board how high our numbers are as a small town especially when compared to Billings and other larger cities in our area.
- Kitty mentioned that we have made 2 offers for admin job but both had accepted other jobs.
- Kitty pointed out that there was some leaking of the current building so rent was increased to protect printed materials from damage (moved to storage unit).

Memorandum of Intent with HRDC

- Dave O'Connor presented a quick summary, mentioning that we are at a "rubber meets the road moment," with the need of creating a Big Sky housing trust and corresponding leadership team while approaching the end of resort tax year.
- There was discussion of being in consensus with wanting to avoid having to ask for rollovers of funding.

- Kevin suggested to work with HRDC to help get trust and board set up with the goal ultimately to have it stand alone as a Big Sky entity, likely with the continued support of HRDC.
- Kitty reiterated the value of the support of HRDC.
- Kitty reminded the board that the EPS study helped our neighboring communities of Gardiner and West Yellowstone.
- Kevin proposed motion to sign MOI, which was seconded by Brandon and with unanimous approval the motion passed.
- Kevin asked for the Chamber to endorse the MOI at the following day's resort tax meeting.

DISCUSSION ITEMS

Lease Update

Shawna Winter

- Shawna reported that Brian will agree to a 3 month rolling continuing lease with no rent increase (starting July 1st)
- Brian has filed for permit to improve on septic and sewer on the property, as his plan is to develop the property.
- There is a 60 day cancellation notice for either party.
- The board was reminded by Shawna that the Chamber and a real estate office are part of the plans he is considering.
- Kitty discussed the appraisal of the building and will recirculate copies of that document to the board.
- The board agreed that discussion of any future location & options is premature but that there is a need to keep abreast of options available.

Housing Update

- The board agreed that portion of the agenda was generally covered in discussion of the MOI with HRDC.

Draft Legislative Survey

- Kevin asked if the survey could automatically repopulate with districts once general info was entered and it was mentioned that that technology exists but Survey Monkey does not have it.
- Kitty suggested adding to Chamber Chat newsletter.
- Britt suggested you should generally have 2 options to choose from - Gallatin or Madison County.
- Sarah suggested adding the governor.

Yellowstone Country Vacancy

- Paul mentioned he is interested and will be attending their meeting at Bridger Bowl next week.

Resort Tax

- Meeting to be held the following day.
- 191 Traffic Memo did not go in their update.
- It was mentioned that the cost of burying the power lines at the 191/64 intersection has gone from \$100,000 to \$400,000, Kevin suggested that Kitty bring up to them which might tie in with any updates on the corner property discussion and Chamber lease/future.
- Kitty provided an update regarding Morrison-Maierle work on historical marker and potential pull out. Huntley family participation and support is possible, and mentioned that the Gateway Foundation would be meeting next week.

TEDD Update

Kevin Germain

- Kevin provided update that the law firm of Dorsey & Whitney presented at a meeting last Wednesday in Virginia City. There was a large turnout from Madison Valley and all 3 Gallatin County Commissioners were in attendance. The Madisonian also ran an article regarding it: <http://www.madisoniannews.com/commissioners-host-informational-session-about-potential-big-sky-tedd-and-what-it-could-mean-to-madison-county-taxing-bodies/>
- The Madison Valley is very sensitive to their taxes.
- Kevin reminded the board how out of touch Internet pricing and speeds are when compared to the rest of the country, even the rest of our state.
- Rob is the economist we have been working with and he mentioned we may need to seek additional resources for consulting at this point.
- Overall Kevin is still optimistic it will get done, but it will involve a lot of political navigating.
- Kitty suggested contacting Ann Lachland who worked with Missoula's urban renewal project.
- Kevin spoke about Type 2 zoning for Madison County and suggested he thinks we can use zoning to reinforce the TEDD.

Membership Report

Margo Magnant, Membership Director

- Margo mentioned that since November the number of additions and dropped members about equaled each other.
- Margo expects a lot of growth in membership numbers over the next few months.
- Margo is currently working on the 2016 Official Visitor Guide and will be updating the membership budgets for next week.

VIC Report

Marci Lewandowski, Visitor Services Manager

- Numbers are up from last year and we are expected to continue seeing increased visitation.
- Kitty asked Brandon about walk-up traffic, mentioning that the VIC is seeing folks who are already here and just decide to ski while here. Brandon responded that the single

day ticket is always a huge product for them but doesn't have specific numbers to respond.

- It was discussed that non-skiing population is an indication of growth.
- Generally, summer traffic is more people who are planning as they go, winter traffic has done more planning ahead.

General Discussion Items

- The group reviewed resort tax dates
 - May 1st App is due (Sunday)
 - June 6th Q&A
 - June 20th Appropriation
- Dave O'Connor mentioned that seemed a bit different than in the past but also made a bit more sense.
- Next Chamber board meeting will be Thursday April 14th as Dave O'Connor will be out of town on Tuesday
- Board approved cancelling Business After Hours in April as it is during the Ophir spring break and most people will be out of town.

Motion to adjourn

- A motion to adjourn was made by Sarah. With all in favor, the motion passed and the meeting adjourned at 10:36 a.m.

Respectfully Submitted,
Margo Magnant
Membership Director

4:11 PM
04/08/16
Accrual Basis

Big Sky Chamber of Commerce
Balance Sheet
As of March 31, 2016

	<u>Mar 31, 16</u>
ASSETS	
Current Assets	
Checking/Savings	
FSB- RESTRICTED- Maint.	19,349.65
Grant Match Fund	29,896.70
BSW/ - Operating	242,483.75
Total Checking/Savings	<u>291,730.10</u>
Accounts Receivable	
Accounts Receivable	878.45
Total Accounts Receivable	<u>878.45</u>
Other Current Assets	
Undeposited Funds	6,521.12
Visit Big Sky/ New Organizati...	22,709.23
Total Other Current Assets	<u>29,230.35</u>
Total Current Assets	321,838.90
Fixed Assets	
Accumulated Depreciation	-96,689.00
Building - Information Center	200,000.00
Equipment	35,012.55
Total Fixed Assets	<u>138,323.55</u>
TOTAL ASSETS	<u><u>460,162.45</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
Staples/ Credit Card	-119.29
Total Credit Cards	<u>-119.29</u>
Other Current Liabilities	
Payroll Liabilities	4,871.60
Simple IRA Payable	411.76
Total Other Current Liabilities	<u>5,283.36</u>
Total Current Liabilities	5,164.07
Long Term Liabilities	
Consolidated Loan	27,301.37
Total Long Term Liabilities	<u>27,301.37</u>
Total Liabilities	32,465.44
Equity	
Net Assets	254,225.53
Old Building Purchase 2015	164,108.55
Retained Earning	1,973.72
Net Income	7,389.21
Total Equity	<u>427,697.01</u>
TOTAL LIABILITIES & EQUITY	<u><u>460,162.45</u></u>

3:48 PM
04/08/16
Accrual Basis

Big Sky Chamber of Commerce
Profit & Loss
March 2016

	<u>Mar 16</u>
Ordinary Income/Expense	
Income	
100 - MEMBERSHIP REVENUES	7,526.25
140 - GOVERNMENTAL SOUR...	19,446.12
170 - NON-DUE REVENUE	18,310.25
Total Income	<u>45,282.62</u>
Gross Profit	45,282.62
Expense	
200 - ADMIN & OPERATIONS	28,528.58
300 - ADVERTISING & PROMO...	2,180.25
500 - EDUCATION	1,866.51
600 - EVENTS/ PUBLIC AFFAIRS	300.08
900 - UTILITIES	212.53
Total Expense	<u>33,087.95</u>
Net Ordinary Income	<u>12,194.67</u>
Net Income	<u><u>12,194.67</u></u>

Constant Contact Survey Results

Survey Name: We Need Your Help with a Legislative and Citizen Engagement Survey

Response Status: Partial & Completed

Filter: None

Apr 13, 2016 12:14:28 PM

1. Please enter the information indicated below.

First Name	24
Last Name	24
Company Name	24
Email Address	24

2. Please enter county in which you are registered to vote. If you do not know, please write "I don't know".

24 Response(s)

3. I know my State House Representative.

	Number of Response(s)	Response Ratio
Yes	12 50.0%	
No	12 50.0%	
No Responses	0 0.0%	
Total	24 100%	

4. I know my State Senator.

	Number of Response(s)	Response Ratio
Yes	14 58.3%	
No	10 41.6%	
No Responses	0 0.0%	
Total	24 100%	

5. I know Congressman Zinke.

	Number of Response(s)		Response Ratio
Yes	6	25.0%	
No	18	75.0%	
No Responses	0	0.0%	
Total	24	100%	

6. I know Senator Tester.

	Number of Response(s)		Response Ratio
Yes	11	45.8%	
No	13	54.1%	
No Responses	0	0.0%	
Total	24	100%	

7. I know Senator Daines.

	Number of Response(s)		Response Ratio
Yes	11	45.8%	
No	13	54.1%	
No Responses	0	0.0%	
Total	24	100%	

8. I know Governor Bullock.

	Number of Response(s)		Response Ratio
Yes	13	54.1%	
No	11	45.8%	
No Responses	0	0.0%	
Total	24	100%	

9. I know my County Commissioners.

	Number of Response(s)		Response Ratio
Yes	14	58.3%	
No	10	41.6%	
No Responses	0	0.0%	
Total	24	100%	

10. I don't know the district or precinct for my home address and would like someone to contact me with additional information so I may be better informed.

	Number of Response(s)		Response Ratio
Yes	1	4.1%	
No	23	95.8%	
No Responses		0	0.0%
Total	24	100%	

11. Do you know any staff members for our elected officials? If yes, please provide their name and their workplace.

9 Response(s)

12. I am comfortable calling my elected representatives to ask for support on issues important to me and my fellow Chamber members.

	Number of Response(s)		Response Ratio
Yes	18	75.0%	
No	6	25.0%	
No Responses		0	0.0%
Total	24	100%	

13. I am comfortable providing testimony in a public hearing.

	Number of Response(s)		Response Ratio
Yes	14	58.3%	
No	10	41.6%	
No Responses		0	0.0%
Total	24	100%	

14. I am interested in the following policy topics:

	Number of Response(s)		Response Ratio
Growth and Development	17	77.2%	
Public Transportation	16	72.7%	
Labor Market	13	59.0%	
Workforce Housing	17	77.2%	
Other (please specify):	4	18.1%	
Total	22	100%	

7 Comment(s)

15. I am interested in serving on a Chamber legislative issues committee.

	Number of Response(s)		Response Ratio
Yes	4	16.6%	

No	20	83.3%		
No Responses			0	0.0%
Total	24	100%		

16. I would consider making a targeted financial contribution to fund a Chamber supported legislative issue.

	Number of Response(s)		Response Ratio	
Yes	5	20.8%		
No	19	79.1%		
No Responses			0	0.0%
Total	24	100%		

17. I would consider informing my employees about legislative policies the Chamber advances.

	Number of Response(s)		Response Ratio	
Yes	17	70.8%		
No	7	29.1%		
No Responses			0	0.0%
Total	24	100%		

18. I would consider supplying the Chamber with a zip code census of where my employees live for the development of housing policy.

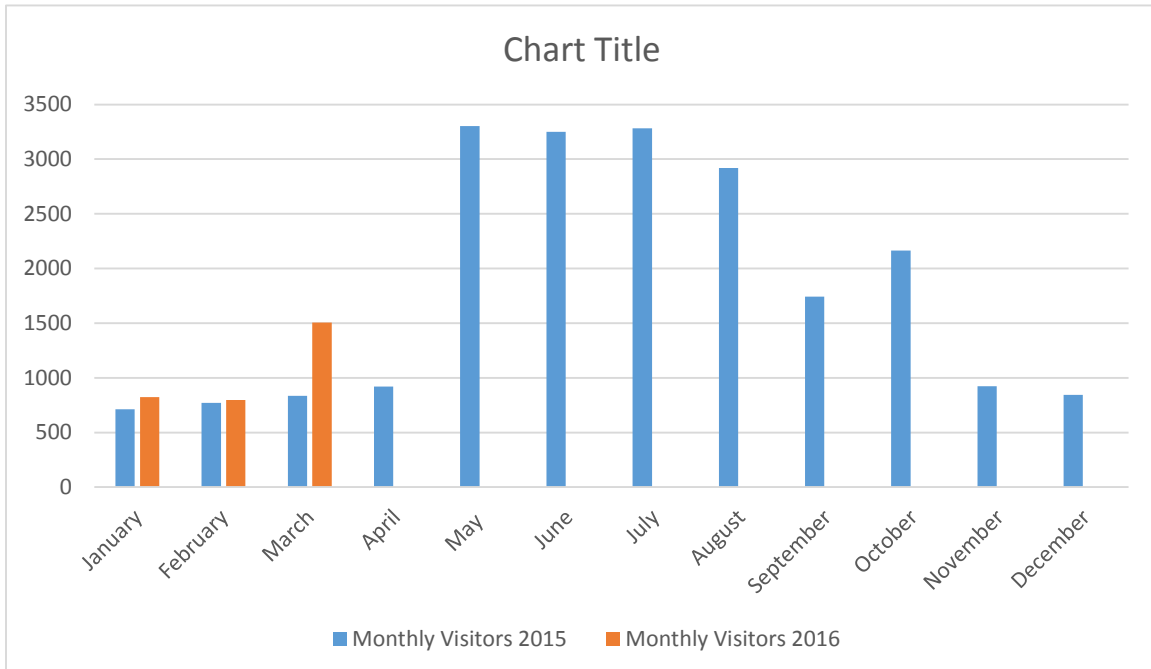
	Number of Response(s)		Response Ratio	
Yes	13	54.1%		
No	11	45.8%		
No Responses			0	0.0%
Total	24	100%		

19. Thank you for your time in answering this survey. Please use the space below to provide additional input to the Chamber Board of Directors:

6 Response(s)

Visitor Services Report March 2016

People Counter Monthly Statistics		
Month	Per Month 2015	Per Month 2016
January	712	822.5
February	772	797
March	835	1050
April	920	
May	3302	
June	3250	
July	3282	
August	2919	
September	1742	
October	2165	
November	924.5	
December	843.5	



People Counter Daily Averages		
Month	Daily Avg. 2015	Daily Avg. 2016
January	28	26.5
February	27	27
March	27	34
April	31	
May	106	
June	108	
July	106	
August	97	
September	58	
October	70	
November	30	
December	27	

