



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

February 17, 2015

www.bigskychamber.com

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

<u>Action Items</u>	<u>Responsibility</u>
IV. Approval of Minutes	DOC
V. Financial Report	John
VI. Approve TEDD Grant Application	Kevin/Kitty
VII. Support of Bed Tax Change	DOC

Discussion Items

- VIII. Resort Tax 2015/2016 Requests/Rollovers DOC
- IX. Legislative Update Kitty/Kevin
- X. TEDD and CDBG Update Kitty
- XI. Tourism Development and Marketing Master Plan All
- XII. Staff Reports
 - a)VIC
 - b)Membership

Adjourn



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Meeting Minutes

**55 Lone Mountain Trail
Big Sky, Montana 59716
406-995-3000**

January 13, 2014

www.bigskychamber.com

Present: David O'Connor and Kevin Germain

Teleconference: Sarah Griffiths, Bill Simpkins

Absent: John Richardson, Brandon Bang and Shawna Winter

Staff: Kitty Clemens, Danielle Miller, and Regan Teat

Public: Yolanda and Irene Paster

Call to order: 8:41 a.m.

Public comment

- Yolanda and Irene Paster. Yolanda ran the ski check at Big Sky Resort and Irene owned the Burger Bar. They didn't have a public comment and explained they were attending the meeting to learn more about what has been going on in the Big Sky community in recent months.

VBS Liaison Report:

- The Sidewalk Concierge has been installed in the 24 hour lobby. The kiosk has been functional since the last week in November. The preview for the Business App will take place on Thursday, January 22. Regan has been reaching out to businesses in order to prepare them for the launch of the app.
- Winter advertising is full steam ahead. VBS did some optimization in the past week to review poor performing ads.
- VBS sent a survey to the partners to see which booking mediums are working best.
- VBS will be discussing a tentative Resort Tax 2015/2016 project plan in Thursday's meeting.

INFORMATION ITEMS

Resort Tax Project Plan and 2015/2016 Requests

David O'Connor, Board President

- In regards to infrastructure, Kitty believes there are enough wayfinding signs on the ground. Dave's concern is the wayfinding permits for Big Sky have been approved on a 'use it or lose it' basis, and if the Chamber does decide the community needs more signs, it should be completed under the

current permit. Kitty noted that there are not really any additional streets on the wayfinding signs that are not already in place, except for some interior streets at Big Sky Resort. Glenniss Inderland expressed to Kitty that there are interior roads at Big Sky Resort that will eventually be good additions. However, the Chamber does not need to add them at this time as the road names might change.

- Kitty's suggestion is to add more light poles to continue to illuminate Lone Mountain Trail creating a welcoming entry into Big Sky. If we don't add more wayfinding signs we can add more lights this year. Sarah agrees that the lights are a great option for infrastructure and really add to the entrance to town.
- Kitty gave an update on the visitor center. The property owners have been drilling a well and the Montana Department of Environmental Quality (DEQ) was expecting a new redevelopment plan. This plan would require additional water and sewer. The landowners can put in a localized treatment system that the DEQ can accept. Kitty has started looking for additional locations on the highway for the visitor center. We have not received word as to whether or not we have a long term lease at the current location.
- Kitty believes there is a possibility of a month to month lease, but we would need a request for a new location from the Resort Tax in our 2015/2016 application if we do have to find a new location. Although our administration fees are mostly covered by membership dues and grant applications, the Chamber might need operations funding for a move.
- In an additional request for the 2015/2016 Resort Tax application, Sarah asked if we should look into adding a sign that says "Big Horn Sheep Ahead" or "Wildlife Ahead," so that visitors and locals have more warning about the wildlife herds on Lone Mountain Trail. Dave thinks this is a project we can get funded through the highway department and we might not need to ask the Resort Tax.
- Danielle mentioned that the Big Sky Community Corporation might also be pursuing a wildlife sign and suggested checking with their organization. That way, we are both not asking for the same sign in our Resort Tax applications. However, putting multiple applications would help if we decide to pursue a highway department grant.

ACTION ITEMS

Approval of TEDD Grant Application:

Kevin Germain, Board of Directors and Kitty Clemens, Executive Director

- Kevin gave a short synopsis of where we are at currently with the TEDD Grant application. He received feedback from Prospera Business Network. They were concerned the application would not pass with the Department of Commerce. Furthermore, the Department of Revenue did not see tourism as a value added industry. Therefore, the grant writers revised the application to include value added industries in Big Sky apart from tourism.
- Kitty gave the application to the board the week prior and asked for edits and feedback before the application was due. Dave stated removing tourism as a value added industry was the appropriate action to take for the application.
- After discussion a motion to approve the TEDD grant application was made by Kevin Germain and seconded by Bill Simpkins. Will all in favor, the motion passed.

Support of Outfitter Liability Wavier Legislation

Kitty Clemens, Executive Director

- Kitty explained that most outfitters have a limited liability wavier. The proposed Outfitter Liability Wavier legislation will help the state of Montana provide this wavier for outfitters of all sorts. The board needs to approve its support of the legislation and upon approval, the Chamber will send a letter supporting the legislative fix. Dave stated he personally can speak in support of this legislation, but did inquire who would oppose this legislation. Kitty noted that we haven't found too much opposition to the legislation other than a small number of lawyers.
- A motion to approve Chamber support of the outfitter liability waiver legislation was made by Bill Simpkins and seconded by Sarah Griffiths. With all in favor, the motion passed.

Financial Report

- With John Richardson being absent the board will table the item for next month's February meeting.

Approval of Minutes

- The motion to approve the November board minutes was moved by Sarah Griffiths and seconded by Kevin Germain. With all in favor, the motion passed.

Tourism Development Master Plan

Kitty Clemens, Executive Director

- We did have a lot of people in the Big Sky community participate in mind mapping. We took all the information and presented the board with a word cloud. The next step in the process and development of the tourism master plan is to conduct one-on-one interviews with Big Sky community members. Regan will send the information for the interviews on a google doc. Kitty asked the board members to add to the google doc in order to compile a list of community members they wanted to interview.
- There are 6 open-ended, extremely high-level questions. We want to gather all the information and then group them into categories in order to create a consistent message from the Big Sky community.
- Kitty asked for feedback from the board on the questions being posed. When finished, the Chamber will ideally have a 25 year vision on development in the Big Sky community. We want goals for the next 10 years and action items for the next 5 years in this long term plan for the community. The Tourism Development Master Plan can be revisited annually as needed.
- Dave asked if we want to send a blanket P.O. Box mailing to invite individuals to interview. Kitty suggests we complete the one-on-ones first and noted the entire community was invited to the mind mapping exercise. Dave suggested giving the survey may help when asking for funding to show that we have public support for the Tourism Development Master Plan.

VIC Report

Marci Lewandowski, Visitor Services Manager

- Numbers were slightly down from last year, but only by 0.03%. This could have been because of the lack of early December snow that caused Yellowstone National Park tours to start a week later than expected.
- After noting an error in reporting, a correction was made in the August 2014 numbers. Marci noted the August numbers were actually much higher than originally reported with 2421 visitors during that month. The error was corrected and the board noted that change.

Membership Report

Danielle Miller, Membership Sales & Events Manager

- Total membership is 394 businesses. Danielle believes we will reach 400 members by the year's Resort Tax appropriations. In the past, the Chamber sent invoices to its members the month of their anniversary date. However, now we are sending invoices the month preceding a member's anniversary month in order to reduce the number of late invoices.
- There is some concern with Chamber revenue: Pretty Paws and Moonlight Basin. Dave understands that losing those two members were out of our control. Danielle noted several members are increasing their membership levels. For example, Big Sky Vacation Rentals has increased to the Headwaters Level. We also have many new businesses in town and adding them is increasing our revenue stream.
- Danielle discussed the 2015 Official Visitor Guide. She explained that the Chamber will need some new OVG committee members since Victor DeLeo and PJ Wirchansky have moved on to other positions outside of Big Sky. Danielle's main concern is the 2015 cover.
- Kitty did notice that the OVG was flying off the racks in the summer and there was concern with whether or not we would run out of 2014 guides before the 2015 guides were printed.
- The board suggested Shawna as a possible subcommittee member. Dave suggests that we solicit a photographer that would be objective in choosing the cover photo and other photos in the guide. He suggested Tori Pintar since she is a wedding photographer and would have an objective viewpoint for the majority of the photos in the guide.
- Kitty noted this year the welcome letter will be from the Resort Tax Board of Directors. We do intend to cycle our welcome letter throughout town to include various community members throughout the years. For example, we used the Chamber Board of Directors in year one and Chamber and Visit Big Sky staff in year two. In future years we intend to include organizations such as the Big Sky Fire Department and other community organizations.

• Adjourn

- A motion to adjourn was made by Kevin Germain and seconded by Bill Simpkins. With all in favor the board adjourned at 9:32 a.m.

Respectfully submitted,

Marci Lewandowski
Visitor Services Manager

Big Sky Chamber of Commerce
 Balance Sheet
 As of January 31, 2015

	Jan 31, 15
ASSETS	
Current Assets	
Checking/Savings	
FSB- RESTRICTED- Maint.	2,966.30
Grant Match Fund	38,825.00
BSW/ - Operating	31,111.77
Total Checking/Savings	<u>72,903.07</u>
Accounts Receivable	
Accounts Receivable	54,322.80
Total Accounts Receivable	<u>54,322.80</u>
Other Current Assets	
Visit Big Sky/ New Organization	10,969.23
Total Other Current Assets	<u>10,969.23</u>
Total Current Assets	138,194.90
Fixed Assets	
Accumulated Depreciation	-69,811.00
Building - Information Center	200,000.00
Equipment	27,617.55
Total Fixed Assets	<u>157,806.55</u>
TOTAL ASSETS	<u><u>296,001.45</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
Staples/ Credit Card	115.37
Total Credit Cards	<u>115.37</u>
Other Current Liabilities	
Payroll Liabilities	4,207.92
Prepaid Liabilities	
Prepaid Events/Shows 20...	-189.28
Total Prepaid Liabilities	<u>-189.28</u>
Simple IRA Payable	568.36
Total Other Current Liabilities	<u>4,587.00</u>
Total Current Liabilities	4,702.37
Long Term Liabilities	
Consolidated Loan	46,452.12
Total Long Term Liabilities	<u>46,452.12</u>
Total Liabilities	51,154.49
Equity	
Net Assets	208,597.35
Net Income	36,249.61
Total Equity	<u>244,846.96</u>
TOTAL LIABILITIES & EQUITY	<u><u>296,001.45</u></u>

6:34 PM
 02/03/15
 Accrual Basis

Big Sky Chamber of Commerce
 Profit & Loss
 January 2015

	Jan 15
Ordinary Income/Expense	
Income	
100 · MEMBERSHIP REVENUES	
105 · Meadow Membership	37,700.00
106 · Lone Moose Membership	6,050.00
107 · Andesite Membership	9,260.00
108 · Headwaters Membership	3,190.00
109 · Lone Peak Membership	3,495.00
111 · Westfork Membership	2,200.00
112 · Middlefork Membership	400.00
114 · Additional Business Membership	1,125.00
	63,420.00
Total 100 · MEMBERSHIP REVENUES	
130 · EVENTS	
134 · Business After Hours	100.00
	100.00
Total 130 · EVENTS	
140 · GOVERNMENTAL SOURCES	
141 B · Content Curation VBS Payment	2,265.00
142 A · Big Sky CVB Admin. Support	8,000.00
142 B · CVB VIC Staffing	4,375.00
154 · Resort Tax-Wayfind- RESTRICTED	
154.1 · Wayfinding Install Phase 2	1,456.39
	1,456.39
Total 154 · Resort Tax-Wayfind- RESTRICTED	
Total 140 · GOVERNMENTAL SOURCES	16,096.39
170 · NON-DUE REVENUE	
172 · Map Advertising	6,000.00
174 · Official Visitor Guide	
174.2 · Additional Listing	1,050.00
	1,050.00
Total 174 · Official Visitor Guide	
178 · Website Banner	
178.2 · Additional Website Listing	130.00
	130.00
Total 178 · Website Banner	130.00
4 · Business Expo	-1,789.60
	5,390.40
Total 170 · NON-DUE REVENUE	
190 · OTHER INCOME	
190.1 · Rental Income	700.00
	700.00
Total 190 · OTHER INCOME	
Total Income	85,706.79
Gross Profit	85,706.79
Expense	
200 · ADMIN & OPERATIONS	
205 · Office Administration	
206 · Membership Manager	
206.1 · Membership Manager Commiss...	178.00
206 · Membership Manager - Other	1,375.00
	1,553.00
Total 206 · Membership Manager	
207 · VIC Service Manager	1,375.00
209 · Chamber/VIC Staff	
209.1 · Bookkeeper Wages	1,906.50
209.2 · Marketing Specialist Wages	1,375.00
209.3 · VIC/Office Assistant Wages	819.90
	4,101.40
Total 209 · Chamber/VIC Staff	

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 Accrual Basis

Big Sky Chamber of Commerce
 Profit & Loss
 January 2015

	Jan 15
210 · Executive Director Expenses	
212 · Executive Director Salary	3,278.54
Total 210 · Executive Director Expenses	3,278.54
Total 205 · Office Administration	10,307.94
214 · Building Expenses	
214.1 · Info Center Maintenance/Supplie	135.00
214.2 · Mortgage Interest/Principal	1,009.21
214.4 · Rent Information Center	2,790.00
214.7 · Lease Hold Improvements	90.00
Total 214 · Building Expenses	4,024.21
215 · Computers	
216 · Computer Database Program	248.00
218 · Computer System Upgrades	39.98
220 · Website hosting fee	268.00
222 · Credit Card Processing Fees	198.99
Total 215 · Computers	752.97
235 · Employee Benefits Program	
236 · Group IRA	139.61
235 · Employee Benefits Program - Other	214.80
Total 235 · Employee Benefits Program	354.41
240 · Insurance	
242 · Group Health Insurance	750.00
240 · Insurance - Other	1,396.28
Total 240 · Insurance	2,146.28
245 · Office Supplies	
246 · Copies/Reproduction	87.76
247 · Postage (mailings)	364.82
248 · Telephone Expense	575.78
245 · Office Supplies - Other	184.25
Total 245 · Office Supplies	1,212.61
250 · Payroll Taxes	
251 · Payroll Expenses-Work Comp	70.32
250 · Payroll Taxes - Other	811.47
Total 250 · Payroll Taxes	881.79
265 · Travel Reimbursements	
267 · Director Meal	85.57
Total 265 · Travel Reimbursements	85.57
Total 200 · ADMIN & OPERATIONS	19,765.78
300 · ADVERTISING & PROMOTION	
307 · Lighting- Phase 2	
307.2 · Gateway Amenities	2,022.00
Total 307 · Lighting- Phase 2	2,022.00
399 · Book of List	-625.00
Total 300 · ADVERTISING & PROMOTION	1,397.00
400 · DUES TO OTHER ORGANIZATIONS	
402 · Blue Grouse Owner Dues	1,619.43
405 · Dues-MACE	125.00
430 · West Fork Owners' dues	239.10
400 · DUES TO OTHER ORGANIZATIONS - ...	5.50
Total 400 · DUES TO OTHER ORGANIZATIONS	1,989.03

6:34 PM
02/03/15
Accrual Basis

Big Sky Chamber of Commerce
Profit & Loss
January 2015

	Jan 15
600 · EVENTS/ PUBLIC AFFAIRS	
625 · Meeting Expenses	75.55
630 · Public Events/Shows	23.57
635 · Big Sky Ammbassadors	41.50
640 · Events/ Public Affairs- Other	75.00
Total 600 · EVENTS/ PUBLIC AFFAIRS	215.62
900 · UTILITIES	
905 · Old Location Electricity	8.24
908 · New Location Electricity	1,164.83
910 · Garbage	56.87
915 · Water/Sewer	25.00
Total 900 · UTILITIES	1,254.94
Total Expense	24,622.37
Net Ordinary Income	61,084.42
Other Income/Expense	
Other Expense	
Memberships written-off	2,185.00
Total Other Expense	2,185.00
Net Other Income	-2,185.00
Net Income	58,899.42

Visitor Services Report January 2015

People Counter			
Month	Year	Per Month	Daily Avg.
October	2013	1005	32
November	2013	691	23
December	2013	791	26
January	2014	990	32
February	2014	1127	23
March	2014	1929	62
April	2014	1353	45
May	2014	629	20
June	2014	1265	42
July	2014	3193	103
August*	2014	2421	78
September	2014	1638	54.6
October	2014	1881	60.6
November	2014	872	29
December	2014	761	25
January	2015	712	28

