



**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**

**8:00 AM**

**June 9, 2015**

[www.bigskychamber.com](http://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.	Approval of Financials	John

**Discussion Items**

- VI. TEDD Planning Process and Update  
Public Meeting July  
Think Tank  
Kevin
- VII. Resort Tax Q and A, Lighting  
Kitty
- VIII. Annual Meeting June  
a. Chet's Artifacts  
b. Sponsorships and Elected Officials  
All
- IX. Visitor Center Report  
Marci

**Parking Lot**

Tourism Master Plan, Next Steps

**Adjourn**



## **BIG \* SKY**

CHAMBER OF COMMERCE  
CONVENTION & VISITORS BUREAU

### *Meeting Minutes*

**55 Lone Mountain Trail**

**Big Sky, Montana 59716**

**406-995-3000**

**May 11, 2015**

[www.bigskychamber.com](http://www.bigskychamber.com)

**Present:** Kevin Germain, Sarah Griffiths, John Richardson, David O'Connor, Brandon Bang, Shawna Winter

**Staff:** Kitty Clemens and Marci Lewandowski

**Call to order:** 8:12 a.m.

**Public Comment:** No public comment.

### **Visit Big Sky Liaison**

Kitty Clemens, Executive Director

- VBS is kicking off its summer campaign and finalizing its winter audit. VBS received three RFP responses from the Special Event RFP. To review, the marketing committee decided to come up with a town-wide event in order to drive additional tourism dollars to Big Sky. VBS received three responses: one local response, one from Salt Lake, and one from Denver. The SLC company proposed an extreme sport event, Denver proposed a menu of events to choose from, and the Big Sky proposal called for support to start-up a film festival.
- Kerbspace Update: a big portion of the project is Content Curation and training businesses to use the Dashboard. VBS has hired Erik Morrison to train businesses on the Dashboard. He has been reaching out to many businesses and training has been going well. SPOTs have been installed. The SPOTs will work with the Consumer App to ping individuals with the specials that are being placed in on the Dashboard. We have a unit set to be installed in West Yellowstone and one at Buck's T-4. We have not finalized the unit in the post office and still working on details.

### **ACTION ITEMS**

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#### **Approval of Financials**

Kitty Clemens, Executive Director

- We did have significant discussion in the previous meeting before to discuss Resort Tax Q & A. We are staying on budget. However, we probably will have a much higher expenses for professional fees for our CPA. We had numerous meeting with

him, including a 990T on our map and visitor guide which is an extra amount of work in terms of billing. We also updated forms that had not been updated in several years and membership write-offs. Rich has to “true up the books” meaning if someone made an accounting mistake, Rich needs to write-off those errant income entries in quick books. Many of the errors are written off as bad debt, even though they were accounting errors that were reconciled. It has been suggested that we have our book reviewed by an independent party as this has not been done in many years.

- John has a couple of questions: John is concerned with our membership revenue being 10% short. Kitty stated that the membership revenue in the budget shown is through February. Kitty spoke with Danielle before she left and noted we would hit our target for membership revenue before June 30. Kitty offered to show John a membership report to discuss the target. Kevin asked how we compare year over year. Kitty stated the Chamber has 33 more members for this year. Kitty believes that we will have \$2,000 to \$3,000 more in membership revenue than last year.
- If the question of membership is asked during Q & A, our best response will be: our membership numbers are up and we are on pace in the next fiscal year is to increase revenue year over year with membership dollars. Kitty noted that the OVG will have an additional \$10,000 in profit.
- Another question from John: John wanted to discuss credit card processing fees because the Chamber’s fee is almost tripled compared to most businesses. Danielle argued in the past that making it easier for people to pay cuts down on bad debt. John agrees with that point.
- Additional input on financials from John: He noted we will come in light on payroll since we’ve gone two months without being fully staffed. We might be asked about staff turnover and would need to explain that. Kitty and Dave do not see any issues with having to explain staff turnover.
- A motion to approve financials was made by Kevin and seconded by Sarah. With all in favor, the motion passed.

## **INFORMATION ITEMS**

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### **Resort Tax Q & A Review**

Kitty Clemens, Executive Director

- David noted the Chamber did not have a quorum at the last meeting. He wanted to review what we might be asked during Q & A. Kitty stated the Chamber will no longer be asking for an easement for the entryway from Resort Tax. She does not recommend a rollover of a rollover. Instead, we are asking for a transportation corridor plan which includes: burying power lines and adding more informational banners and light poles along Hwy 191. We are hoping for more of a gateway feeling for all four sides of the corner. We are also hoping to build entryway walls that are right reading slightly down each lane for north and south traffic as entryway monuments to the community. We did not ask for additional wayfinding signs. All the signs left in the wayfinding plan are internal roads. With all the development going on, we do not want to add additional signs until all the road names are created and finalized.
- David noted that any statements of support for the Chamber’s Resort Tax Application at Q & A are encouraged. There will be public comment before the discussion of applications. We do want to send the message that several of the Chamber’s Projects are beneficial and supported by the Big Sky community.

- Kitty discussed the \$165,000 rollover application for Resort Tax. This is partly due to the Community Development Block Grant we received. The Rollover application is important, because after completing a feasibility project for housing, we can receive up to \$1.2 million dollars in federal funding and then use the \$165,000 rollover funding for a community match for the federal funding. The federal government wants to see that communities that receive such funding also have matching funds.

### **TEDD Plan and Chamber Policy**

Kitty Clemens, Executive Director

- Kevin is discussing finding infrastructure deficiencies with the TEDD committee; these discussions are focused on infrastructure deficiencies that would prevent a business from moving to Big Sky.
- Another issue the committee is researching is how creating a TEDD district will effect other cities in the county. County commissioners will want to know how a TEDD in Big Sky could affect other communities.
- David asked the Chamber board to review both aspects of the report before it is turned over to the counties for review. Shawna asked if we had an attorney looking these documents over. Kitty replied that we do not have a Chamber attorney looking it over, but the TEDD has an attorney on the committee conference calls.
- A motion was moved by Sarah and seconded by Brandon to include an agenda item with a detailed discussion from the TEDD committee to discuss what action needs to be taken in the Chamber's July meeting. With all in favor, the motion passed. Kevin noted that the TEDD committee wants this all to be done by October to be voted on by the county in November to allow this to be effective January 1.
- John asked: how much power should the Chamber take over or assert on the TEDD plan. David noted that it is a Chamber program with the Chamber's name attached and therefore needs board approval before the Chamber takes an "official" stand on any policies and positions documented in the deficiency report or the final TEDD plan.
- John notes that we do have professionals working on the TEDD application. He thinks the Chamber should be spear heading this effort and supporting this tool. Kevin noted that once we have drafts to review, there will be more opportunity to have more board members involved.

**At 9:30 a.m., a motion was made by Shawna and seconded by Kevin to go into Executive Session. With all in favor, the Chamber board went into Executive Session and remained in Executive Session until 9:50 a.m.**

- John made a motion for Shawna to pursue a lease to own option on the property we discussed. The motion was seconded by Brandon. With all in favor, the motion passed.

### **Annual Meeting in June**

Kitty Clemens, Executive Director

- Kitty noted Meg O'Leary is helping her to schedule Gov. Bullock to be the keynote speaker for the Chamber's 2015 Annual Dinner. She is hoping he would discuss the economic value of open lands. This would be very appropriate for Big Sky. Kitty needs to contact a venue and get the wheels in motion for the Annual Meeting before she goes to IPW.

- David asked the board members to assist Kitty in scheduling Gov. Bullock to speak at the Annual Dinner.
- Kitty: noted that we will be using our PR firm to promote open lands. We could have travelers for open land information at the annual dinner.
- Kitty also thought Steven Kircher would be an excellent keynote speaker. Brandon thinks that would be a good option too. Kitty will be getting the request for nominations out.

### **Other Non-Agenda Items**

- Entryway Foundation: We do have the entryway foundation and if we can preplan, we can get Chet Huntley's roll top desk and telephone. We received a phone call from Chet Huntley's godson and he thought that Chet's desk, lamp, and letters would be a perfect fit for our visitor center.
- Penny for Housing Bill: David wanted to publically acknowledge Kevin for all the hard work he did on Penny for Housing Bill Unfortunately, the vote died at a 25 to 25 vote. The final vote was due to interest in Whitefish for increasing its Resort Tax from 2% to 3%. At the last minute, the Whitefish legislative did not want to vote on any tax increases in their community. Therefore, it was voted down.

### **Director's Report Staff Changes**

Kitty Clemens, Executive Director

- Alex has been on board since April 22, just in time to help launch the summer ad campaign and sit in on the winter advertising campaign audit. She will be going to TAC in June to present our marketing plan.
- Kitty has interviewed a candidate from Charleston, SC for the Membership Sales & Events Manager position. He has over 20 years of experience working for the Charleston CVB. She will be putting together an offer for him.

### **Motion to adjourn**

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

Respectfully Submitted,  
Marci Lewandowski  
Visitor Services Manager

6:13 PM  
07/08/15  
Accrual Basis

Big Sky Chamber of Commerce  
Balance Sheet  
As of June 30, 2015

	<u>Jun 30, 15</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
FSB- RESTRICTED- Maint.	26,680.95
Grant Match Fund	38,825.00
BSW/ - Operating	63,306.61
Total Checking/Savings	<u>128,812.56</u>
Accounts Receivable	
Accounts Receivable	18,086.37
Total Accounts Receivable	<u>18,086.37</u>
Other Current Assets	
Undeposited Funds	325.00
Visit Big Sky/ New Organizati...	10,969.23
Total Other Current Assets	<u>11,294.23</u>
Total Current Assets	158,193.16
Fixed Assets	
Accumulated Depreciation	-85,022.00
Building - Information Center	200,000.00
Earnest Money/ New Building	10,000.00
Equipment	27,617.55
Total Fixed Assets	<u>152,595.55</u>
<b>TOTAL ASSETS</b>	<b><u>310,788.71</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	1,365.00
Total Accounts Payable	<u>1,365.00</u>
Credit Cards	
Staples/ Credit Card	28.78
Total Credit Cards	<u>28.78</u>
Other Current Liabilities	
Payroll Liabilities	4,186.82
Simple IRA Payable	782.58
Total Other Current Liabilities	<u>4,969.40</u>
Total Current Liabilities	6,363.18
Long Term Liabilities	
Consolidated Loan	36,709.64
Total Long Term Liabilities	<u>36,709.64</u>
Total Liabilities	43,072.82
Equity	
Net Assets	203,883.16
Net Income	63,832.73
Total Equity	<u>267,715.89</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>310,788.71</u></b>

6:09 PM  
07/08/15  
Accrual Basis

Big Sky Chamber of Commerce  
Profit & Loss  
June 2015

	<u>Jun 15</u>
Ordinary Income/Expense	
Income	
100 · MEMBERSHIP REVENUES	975.00
130 · EVENTS	7,595.00
140 · GOVERNMENTAL SOURCES	56,892.50
190 · OTHER INCOME	<u>1,401.03</u>
Total Income	<u>66,863.53</u>
Gross Profit	66,863.53
Expense	
200 · ADMIN & OPERATIONS	24,597.71
300 · ADVERTISING & PROMOTION	33,838.11
400 · DUES TO OTHER ORGANIZAT...	511.20
500 · EDUCATION	71.98
600 · EVENTS/ PUBLIC AFFAIRS	2,441.73
900 · UTILITIES	<u>649.47</u>
Total Expense	<u>62,110.20</u>
Net Ordinary Income	<u>4,753.33</u>
Net Income	<u><u>4,753.33</u></u>

# Visitor Services Report May 2015

People Counter			
Month	Year	Per Month	Daily Avg.
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
February	2015	772	27
March	2015	835	27
April	2015	920	31

