



YELLOWSTONE COUNTY LODGING ASSOCIATION

Location: TBA

April 17, 2013

AGENDA

1. Introduction and Courtesies
2. Consent Agenda
 - a. Approval of March Minutes
 - b. Financial report – Larell Baldwin
3. Old Business
 - a.
4. New Business or Speakers
 - a. Bakken Staffing - Kyle Tennison 656-2518
 - b. Billings Police Department – Becky Shay and Tom Keightley
5. Partner Updates
 - a. Committee Updates
 - b. TBID – Steve Wahrlich
 - c. MetraPark – Sandra Hawke
 - d. Southeast Montana – Nick Mann
 - e. CVB – Kelly, Tom, Alex
 - f. Allied Members
6. Announcements
7. Future Meetings:
 - a. May 15, 2013
 - b. June 19, 2013 - Elections

Financial Recap
YCLA

	Dec-12	
Deposit	\$ 888.00	\$150 luncheon fees / \$738 annual dues
12/3/12 ck 1230	\$270.00	Cynroc - \$250 e news / \$15.00 database management / \$5.00 archived newsletters (November)
12/3/12 ck 1231	\$120.00	Boothill Inn - Balance of November luncheon charges from Windmill
12/28/2012 Interest	\$0.29	
Balance 12/28/12	\$ 6,722.87	
1/3/13 ck 1232	\$ 639.50	Beyond Basil - Christmas Party Catering
1/3/13 ck 1333	\$270.00	Cynroc - \$250 enews / \$15.00 database management / \$5.00 archived newsletters (December)
Deposit 1/16/13	\$350.00	\$300 dues / \$50 turkey donations
1/30/13 interest	\$0.25	
Balance 1/30/13	\$5,423.62	
2/4/13 ck 1234	\$350.00	Billings Food Bank - turkey drive match
2/27/13 interest	\$0.50	
Balance 2/27/13	\$6,661.87	
3/19/13 ck 1235	\$731.00	\$270 January newsletter / \$270 February newsletter / \$130 12 month website hosting / Domain name \$61.00
3/29/13 ck 1236	\$ 424.80	Holiday Inn March Luncheon meeting
4/1/13 Deposit	\$654.00	\$264 March Luncheon / \$390 turkey drive

YCLA Meeting.
March 20, 2012
Holiday Inn Grand Montana

- I. Introductions and Meeting called to order
- II. Minutes from February meeting accepted.
- III. Financial Report: Taxes filed for the year. Balance right around \$6,000.
Accepted

NEW BUSINESS

1. BSSG --Karen & Allison. This will be the 28th annual state games and the YCLA has long been an active participant. Many states are losing their state games, while ours continues to gain strength. The sponsor base is the real strength. The YCLA contribution is complimentary rooms. Ice events and dance events will take place in April and that is the real kick-off to the games. The games are July 19, 20, 21. In the past we have sponsored with approximately 45 - 50 total room nights for YCLA sponsorship. If every property participated it would be just 2 or 3 rooms per property. It is important that every member hotel steps up with a contribution.

Motion to support the BSSG made by Shelli to proceed at the same level we have in the past. Seconded by Jeff Muri - motion carried.

2. Billings 365 -- Kelly & Jessica. "This week in Billings" newsletter is sent out weekly. All of the event data is provided by Billings 365 for the calendar. Now Billings365 and the CVB have combined to make it possible for each individual property to personalize the header on newsletter and send out to their own personal email accounts. This is a free service to all hoteliers. A huge service as e-newsletters can easily cost over \$200 per month.

Billings 365 is offering a one-time deal to develop special graphics for each individual property for just \$75. Otherwise, again, it is completely free.

Billings365 offers a widget that can be placed on a website with current and upcoming events. Contact them if you would like to include the widget on your website.

3. YCLA and TBID newsletter shout-out. If you are not able to attend meetings, these two newsletters are invaluable to you, as a way to stay connected and take advantage of these great informational tools.

4. Special Olympics A request was made to step up as a sponsor to the tune of \$1,000 . Steve motioned, Gail seconded to pass motion. Steve & Shelli will decide how to best utilize the money.

PARTNER UPDATES

1. TBID Last week five TBID members went to Cheyenne and Casper to meet CVB and players and to discuss their convention centers. The TBID is talking about the feasibility of a new convention center. Casper has the money and is on the verge of breaking ground for a new center. Cheyenne has a privately owned convention center comparable to Vegas style convention centers. The group also had an opportunity to talk to a Casper hotelier.

There are some additional cities that board members will be visiting as we further explore the conference center idea. We want to know where they were built, how they are financed, who manages the facility (private vs. public) the physical set up, etc.

This puts us at a crossroads. How do we proceed? (the attorney has confirmed that TBID dollars can be used to fund feasibility studies.) So how do we fund? Missoula and Bozeman have increased their TBID to directly finance convention center projects. Question is put to the membership as to the possibility of raising the TBID to \$2.00 (\$1.00 increase). The extra funds could be set aside for convention center, knowing that if the decision is to not proceed with the conference center project, those funds would then be redirected to TBID general fund. There were no comments and no questions from the members.

Regarding tournaments at the Metra. All-State wrestling financed to the tune of approximately \$15,000 for 2013 tournament. State A tournament for 2013 was \$14,500. General thought is that the State A tournament is good for the community, not so good for room sells. Next year the TBID dollars will be used for AA basketball and wrestling. In 2015 we are scaling back to contributing only to the wrestling tournament.

2. METRA. Great tournament season. The commissioners have received recommendations from both the management staff and advisory board in regard to 2015 tournaments. They will make a decision within the next two weeks. Sandra and Jamie will both be attending the Governors Conference this month.

Bookings: Montana Energy in 2014, Women of Faith in April (back to 2-day event in 2014), Jeff Dunham April 26 (very strong sales). Attendance in general very strong for Metra events.

3. SOUTHEAST MONTANA. Nick is traveling to Minneapolis for the sports show. The new web site is live. The new guide is available.

4. CVB. Some state lodging tax dollars were reallocated to sports and convention recruitment. As such, we have been able to run some ads in strategic magazines and periodicals. Kelly brought us up to date with leisure campaign. The target market is baby boomers and response to national ads is surpassing expectations (Sunset magazine, AAA, etc.) Website traffic is through the roof. Over 1000 visitor guides have been sent out - requests that came directly from the ads run in the magazines. New campaign starts April 1, Brews & Bikes. The campaign will highlight our breweries and bike trails.

ANNOUNCEMENTS

1. Steve shared that they are making some changes in the J1 program. If you use J1 employees at your property make sure you check out the current information.
2. Andy - Billings Carpet Cleaning announced that they have purchased new equipment that allows high-rise work -- upper floors. They will also be purchasing equipment that can shine up granite.
3. Erin is no longer president of the association. Ginny will step in and cover until elections in June. We will be seeking volunteers to lead this very valuable organization for the 2013-14 fiscal year.
4. Thank you to the Holiday Inn for hosting the lunch. Their big news is that the owners have agreed to a major refurbishment of the convention center.