



YELLOWSTONE COUNTY LODGING ASSOCIATION

Location: Big Horn Resort

April 16th, 2014

AGENDA

1. Introduction and Courtesies:
2. Consent Agenda
 - a. Approval of February Minutes
 - b. Approval of Financial report
3. Old Business
 - a. YCLA donation to a charitable cause
4. New Business or Speakers
 - a. Darren Weekes- Commercial Bulk Account Manager- Charter Communications
 - b. Tim Lewis- Inside MT
 - c. Marc Burr- Billings Wolves
 - d. Safety Steering Committee
5. Partner Updates
 - a. Committee Updates
 - b. TBID –
 - c. MetraPark – Jamie Porter
 - d. Southeast Montana – Nick Mann
 - e. CVB – Kelly, Alex
 - f. Allied Members-
6. Announcements: MHLA Sales & Marketing Retreat June 2 & 3.
7. Future Meetings:
 - a. May 21st – location?

YCLA Meeting.
March 19, 2014
Hilton Garden Inn

- I. Introductions and Meeting called to order
- II. Minutes from February meeting accepted.
- III. Financial Report: Accepted

OLD BUSINESS

1. YCLA donation to a charitable cause. We need to decided what cause to donate money to.
Sabrina Currie, Development Director of Tumbleweed spoke about the programs offered at Tumbleweed and the need they have for donations.
2. Membership Dues: Did not get billed in July last year. Approved to bill for last years dues.

NEW BUSINESS

1. Darren Weekes- Commercial Bulk Account Manager for Charter- By the 3rd or 4th quarter, charter will have only a digital format. All TV's will need to have a digital box. They will also be offering better internet, including 60, 80, and 120 megs. Charter requested to come back next month and do a presentation.
2. Stacy Lind- Homewood Suites. Homewood is an extended stay hotel. They will offer 3 types of rooms. Studio Suite, 1 room suites, 2 room suites. All rooms will have full size refrigerators, stove tops, dishwasher, dishes, utensils, etc. They will have a pool and hot tub, fitness room, rec room with pool table, hot breakfast, evening meals during the week. Looking to open in July.
3. Lunch Dues- Please make sure you pay if you eat lunch at the monthly meetings.
☺ Please ☺

PARTNER UPDATES

1. TBID- Steve announced that they do go to the YCLA for feedback if there are any significant changes that the board is proposing. We can expect to receive 2-5 certified letters a year. TBID increasing for hotels under 59 rooms to \$2.00 is being discussed.
2. BILLINGS 365- Receive over 20,000 visitors on their website. You can use Billings 365 for marketing. You can have a widget on your website and there is an app you can customize that provides events in Billings.
3. WESTERN HERITAGE CENTER- Construction is done and displays are back up. Right now they have "Secret Life of Artifacts" displaying. They will be launching their speaker series, based on "Inspiration". That will be the 3rd Thursday of every month.

ANNOUNCEMENTS

1. 2014 MT Governor's Conference on Tourism & Recreation is on April 13-15 at Holiday Inn .
2. MHLA Sales & Marketing Retreat is June 2nd & 3rd at the Hilton Garden Inn.
3. Future Meeting is April 16th, location to be determined.
4. Thank you to the Hilton Garden Inn for hosting the lunch

MEETING ADJOUNED

2014 YCLA FINANCIAL RECAP

Date	Amount	Balance	CK#/Dep	Description
1/1/14		\$4,840.53		Beginning Balance
1/22/14	\$264.00	\$5,104.53	Dep	January Luncheon
1/28/14	-\$1,080.00	\$4,024.53	1251	Cynroc Inv #1037,1066, 1073
1/31/14	\$0.21	\$4,024.74		Interest
BALANCE		\$4,024.74		
2/15/14	\$339.85	\$4,364.59	1252	Kreative Kapers - Jan Luncheon
2/24/14	\$12.00	\$4,376.59	Dep	Boothill inv from Jan Luncheon
	\$240.00	\$4,616.59	Dep	Feb Luncheon
	\$132.00	\$4,748.59	Dep	2014 Dues BW Laurel
2/28/14	-\$314.95	\$4,433.64	1253	Billings Hotel Feb Luncheon
	-\$440.00	\$3,993.64	1254	Cynroc Inv #1089, #1081
2/28/14	\$0.16	\$3,993.80		Interest
BALANCE		\$3,993.80		
3/24/14	\$270.00	\$4,263.80	Dep	March Luncheon
3/24/14	\$868.00	\$5,131.80	Dep	\$12(Inv 2014-2 pd)Dues: \$216 Bighorn, \$462 Billings Hotel,
3/24/14	-\$270.00	\$4,861.80	1255	Cynroc Feb Newsletter
3/31/14	\$660.00	\$5,521.80	Dep	Dues: \$158 Spring Hill, \$138 Boothill, \$244 Hampton, \$120 I
3/31/14	-\$1,729.20	\$3,792.60	1256	Bankers Advertising - Bags for Special Olympics
3/31/14	-\$14.00	\$3,778.60		Deposit Slip order
3/31/14	\$0.53	\$3,779.13		Interest

\$178 BW Kelly

BW Laurel