



YELLOWSTONE COUNTY LODGING ASSOCIATION

Location: Billings Hotel & Convention Center

February 19, 2014

AGENDA

1. Introduction and Courtesies:
2. Consent Agenda
 - a. Approval of January Minutes
 - b. Approval of Financial report
3. Old Business
 - a. YCLA donation to a charitable cause
 - b. Big Sky State Games room donation
4. New Business or Speakers
 - a. Jade Jagers- Outreach & Enrollment Coordinator, Riverstone Health
 - b. Marc Burr- Billings Wolves Indoor Football League
 - c. YCLA dues
5. Partner Updates
 - a. Committee Updates
 - b. TBID – Shelli Mann
 - c. MetraPark – Jamie Porter
 - d. Southeast Montana – Nick Mann
 - e. CVB – Kelly, Alex
 - f. Allied Members
6. Announcements: 2014 MT Governor's Conference on Tourism & Recreation
April 13-15.
7. Future Meetings:
 - a. March 19th



Yellowstone County Lodging Association
Location: The Depot
January 15, 2014

1. Introduction and Courtesies
2. Consent Agenda
 - a. Approval of November minutes
 - b. Approval of Financial Report
3. Old Business
 - a. YCLA donation to a charitable cause. Ideas that were brought up were to donate to the 2014 Non-Alcoholic graduation party. Adopting a room at the Women's shelter. Please bring ideas and presentation to the February YCLA meeting..
4. New Business
 - a. Mike Garcia- Director, Voices of MT Tourism spoke about international tourism and what we can do to bring more international travel into Montana. The top 5 International travelers brought in 46.4 million dollars. International travelers spend twice as much as domestic travelers in the U.S. There was an increase of international travel with China at the top of the list. National Travel Week is the first week of May, there will be 3 to 5 events across the state, have a legislator work at your hotel. Bring ideas to Mike about increasing International Tourism to Montana especially during National Travel Week.
 - b. Big Sky State Games- Please contact Nichole if you are wanting to donate rooms. Nichole is going to look into placing an ad in the Big Sky State Games program guide on behalf of the YCLA.
 - c. Membership Goals for YCLA- Invite a guest to the next meeting, let's bring together our community and increase our YCLA Allied members and more hoteliers
5. Partner Updates
 - a. METRA- Disney on Ice, Billings Motorsports Swap and Banquet, Family Life Expo on Feb. 1st. Wrestling tournament, Gun Show, MATE Show, Indoor Football Team
 - b. CHAMBER/CVB- Big Campaign is being launched

- c. TBID- Living in Art is looking for an engineer that can complete the project. TheYMCA is going forward and will be the first to wrap their building
 - d. Allied Members-
 - i. BILLINGS 365- Send info to Billings 365 if you have an event that you would like to promote.
 - ii. WESTERN HERITAGE CENTER- March 8th is Family Game Day”
6. Announcements
- a. New Extended Stay Hotel, LedgeStone Hotel, is planning on opening the first part of March.
7. Future Meetings
- a. February 19th at the Billings Hotel and Convention Center