



YELLOWSTONE COUNTY LODGING ASSOCIATION

Location: The Depot

January 15, 2014

AGENDA

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
4. New Business or Speakers
 - a. Mike Garcia- Director, Voices of MT Tourism
 - b. Big Sky State Games room donation
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
7. Future Meetings:
 - a. February 19th Billings Hotel & Convention Center



November 20, 2013
Western Heritage Center

1. Introductions
2. Review of minutes from previous meeting and approved
3. Review of financial reports and approved
4.
 - a. St. Vincent Hospital is looking to hotels to find ways to relate business better to the hospital. Discussed a program called Living Well that has health screening to employees for a fee. Also they do ergonomical assessments and seminars at the hotels for free.
 - b. Julie Dial gave presentation on cultural organization.
 - c. Carlin Hotel submitted application to join YCLA- Voted on and approved membership
 - d. YCLA scholarship..Will discuss at next meeting about where this can be applied and what we will do. Discussion about donating for the Sober graduation parties.
 - e. New Bed and Breakfast opened at Josephine Crossings. Owners: Terry and Jan Wattles discussed the mission of told us a little about their new business.
5. OLD BUSINESS
 - a.
 - b.
 - c.
6. PARTNER UPDATES

- a. METRA- Nile brought in approximately 15,000 people. Manneheim Steamrollers producer told Metra they would like to come every other year, and discussed possibility of bringing more Broadway Shows to Billings. Bidding on a building that is 300 x 120 ft.
- b. SOUTHEAST MONTANA- Contact if interested in advertising in the Travel Guide.
- c. CHAMBER/CVB-Sales position is open and taking application. Mingle Bells is going well. Bid on 2 sights. NAIA, 2015-2016 Women's Basketball. Will find out in the next week, between Billings, MT, Independence, MO, and Frankfurt, KY. Writer's Association- 350 Journalists in 2016. This will be between Billings, MT, Casper, WY and Indianaplis, IL.
- d. TBID-Meeting next month. Tom from the airport will be into to discuss airlines rates and the research that has been done in the past. The Art project is still in the works.

7. UPDATES FROM ALLIED MEMBERS

- a. BILLINGS 365- If anyone has a public event they would like to announce you may submit your event to Billings365 for free, They offer discounted YCLA rates for advertising. They also offer a widget to put on your website for events at no charge.
- b. WESTERN HERITAGE CENTER- Events through the end of December are "Weddings in MT" and "Cowboy Oil Portratits" In February there will be a new series "Modern Architect"

8. ANNOUNCEMENTS

Occupancy Trend 2008-2013

