



YELLOWSTONE COUNTY LODGING ASSOCIATION  
The Windmill  
October 17, 2012

AGENDA

1. Introduction and Courtesies
2. Consent Agenda
  - a. Approval of September Minutes
  - b. Financial report – Larell Baldwin
3. New Business or Updates
  - a. Big Dog Media – speaker
  - b. YCLA member survey results
  - c. Christmas party
5. Old Business
  - a. STR Webinar
6. Partner Updates
  - a. TBID – Steve Wahrlich
  - b. MetraPark
  - c. Southeast Montana – Nick Mann
  - d. CVB – Kelly, Tom, Alex
  - e. Allied Members
7. Scam Alert – anything new?
8. Announcements
  - a. MLHA Annual Meeting
9. Future Meetings:
  - a. November 21, 2012
  - b. Christmas Party, date TBD
  - c. January 16, 2013



YELLOWSTONE COUNTY LODGING ASSOCIATION  
Hilton Garden Inn  
September 19 2012  
Meeting Minutes

PRESENT: Joyce Bratland, Ginny Hart, Ron Spence, Shelli Mann, LaRell Baldwin, Marcie Limp, Regina Rhodes, Nichole Mehling, Cheri Milne, Sheri Olsen, Becky Betts, Erin Kennedy, Andy Pirami, Tom Krause, Cindy Henderson, Carla Ulschak GUESTS: Jeff Kitchens and Ilana Cohen from BLM, Pompeys Pillar and Jessica Molenkamp and Rachel Foster from Booking.com

1. Introduction and Courtesies Meeting called to order 12:30pm
2. Consent Agenda
  - a. Approval of August Minutes - Approved
  - b. Financial report – Larell Baldwin - Approved
    - i. \*Invoices are out for this next fiscal year dues.
    - ii. \*2,029 presently in the bank.
3. New Business or Updates
  - a. YCLA Member Survey Results are in and are being reviewed by the executive board members. Results will be shared at the October meeting.
  - b. Presentation from Booking.Com
  - c. Presentation from Jeff Kitchens with Pompeys Pillar. The Pillar is becoming a destination point for both national and international visitors. With the addition of the new visitors center, the pillar can offer more than just a walk to the famous signature; river walk, history talks, etc. The Pillar staff appreciate all referrals coming from Billings hotels.

#### 4. Old Business

- a. Airport Closure – 2013. John Brewer will be meeting with airport management to discuss several different things including the airport closure and also some improvements throughout the airport offering a warmer welcome to Billings.
- b. The STR webinar is scheduled for October 16. More information to come.

#### 5. Partner Updates

- a. TBID – There is an open seat on the TBID board. For more information contact Steve Wahrlich. There are several TBID's suffering from internal squabbling that has resulted in the TBID splitting from the CVB. This creates concerns as they are not necessarily following the "letter of the law" in the TBID statutes. There will be a meeting of all TBID's at the upcoming MLHA annual meeting.
- b. MetraPark– The fair was a big success; clean, safe and fun. While attendance was down just a bit from last year, revenues were up. Several designated "days" helped boost attendance such as Energy Days, Veterans Day, Senior Day, etc. Upcoming events include: Styx, MMA fights, Home Improvement Show, RV Show, Barnum Bash, Weekend for Women, Team Roping, NILE, Color me Rad and more.
- c. CVB – Over 50 international tour operators were wined and dined at an upscale dinner sponsored by the CVB/TBID at Pictograph Caves. Billings sponsored name badges for Connect Marketplace, Upcoming shows include the Sportlink Show and an invitation-only show we are sharing with Big Sky. TTA starts October 17 (contact Caitlin if interested in sending employees). Kelly's leisure travel campaigns are going well. There has been a family focus, in the fall months a couples focus and then, of course, a holiday focus.

#### 6. Announcements: MLHA Annual Meeting in Missoula in October.

7. The October meeting will be held at the Windmill Restaurant. Cost will be \$15.

Financial Recap

**YCLA**

**21-Apr-10**

<b>January 1/31/2010 Balance</b>	<b>\$ 12,907.36</b>	
February 2010 Deposits	\$ -	
February 2010 Interest	\$ 5.16	
February 2010 Debits	\$ (2,750.95)	
Boothill Inn - \$252.95		Gift Card and Meeting Expense
Cynroc - \$920.02		Website Contract Balance
Hilton Garden Inn - \$1,578.00		2009 Xmas party
<b>Ending Balance 2-28-2010</b>	<b>\$ 10,161.57</b>	
March 2010 Deposits	\$ 414.00	
March 2010 Interest	\$ 6.02	
March Debits	-	
<b>Ending Balance 3-31-2010</b>	<b>\$ 10,581.59</b>	
April 1 - 22, 2010	\$ 474.00	
April 1-22 2010 Debits	\$ (727.81)	Walking with Dinosaurs, Feb meeting & 2010 Zee
Boothill Inn - \$727.81		
4/22 Chargeback	\$ (114.00)	Forged signature
April Interest	\$ 4.68	
<b>Balance as of 4-30-2010</b>	<b>\$ 10,218.46</b>	
5-3-2010 Check 1137	\$ (775.26)	Crowne Plaza - Randall Marketing
5-3-2010 Check 1138	\$ (55.00)	USPS - Post Office Box Rental
5-3-2010 Deposit	\$ 280.00	April Luncheon Meeting
5/24/2010 Deposit	\$ 256.00	Hilton '09/'10 Dues
5/24/2010 Check 1139	\$ (319.83)	BHCC - April Luncheon
5/27/2010 - Interest	\$ 3.82	Interest Income
<b>Balance as of 5-31-2010</b>	<b>\$ 9,608.19</b>	
6-7-2010 Deposit	\$ 150.00	Lilly Moore
6-8-2010 Check 1140	\$ (500.00)	Billings Chamber Sponsorship
6/29/2010 Deposit	\$ 150.00	Cynroc
6/29/2010 Check 1141	\$ (400.00)	Cynroc May & June Webstie
6-30-2010 Interest	\$ 4.32	
<b>Balance as of 6-30-2010</b>	<b>\$ 9,012.51</b>	
7-8-2010 Deposit	\$ 240.00	YCLA Luncheon
7-29-2010 Interest	\$ 2.28	
<b>Balance as of 7-29-2010</b>	<b>\$ 9,254.79</b>	

9/27/10 Check 1143	(\$420.00)	Western Heritage Center lunch
9/27/10 Check 1144	(\$420.00)	Big Horn Resort lunch
9/27/10 Check 1145	(\$720.00)	Cynroc
9/27/10 deposit	\$312.00	YCLA Luncheon
<b>Balance as of 9/29/2010</b>	<b>\$7,608.87</b>	
10/4/10 Deposit	\$1,362.00	Dues
10/6/10 Interest	\$1.82	
10/18/10 Deposit	\$ 3,718.00	Dues
11/29 Interest	\$2.78	
<b>Balance as of 11/29/10</b>	<b>\$ 12,695.54</b>	
12/15/10 Deposit	\$ 1,494.00	Dues
12/15/10 Deposit	\$ 300.00	Luncheon
12/15/10 Check 1146	(\$70.00)	Guthals, Hunnes & Reuss
12/15/10 Check 1147	(\$400.00)	Cynroc
12/15/2010 Check 1148	\$ (740.00)	Cynroc
12/21/10 Check 1150	(\$2,030)	Food Bank
12/21/10 Check 1149	(\$112.00)	USPS - 1 yr PO Box rental
12/30/2010 Interest	\$2.67	
<b>Balance as of 12/30/10</b>	<b>\$11,210.21</b>	
1/6/2011 Check 1093	(\$200)	Cynroc
1/6/2011 Check 1094	(\$301.00)	Tiny's - Holiday party bar
1/28/11 Interest	\$2.30	
<b>Balance as of 1/28/11</b>	<b>\$ 10,641.51</b>	
2/10/11 Deposit	\$1,888.00	Dues
2/16/11 Check 1095	(\$299.84)	HIGM October luncheon
2/27/11 Interest	\$2.18	
<b>Balance as of 2/28/11</b>	<b>\$12,231.85</b>	
3/8/11 Check 1096	(\$200)	Cynroc
3/8/11 Check 1097	\$ (130.00)	Zee Creative
3/16/11 Check 1098	(\$31.95)	Shelli Mann - Flowers for Scholarship Recipient
3/18/11 Deposit	\$435.00	HGI March Luncheon
3/21/11 Check 1100	\$ (516.25)	HGI - Luncheon charges
3/30/11 Check 1101	(\$2,000.00)	Scholarship - Shinead Field
4/1/11 Interest	\$2.60	
<b>Balance as of 4/1/2011</b>	<b>\$12,507.50</b>	
4/25/11 Check 1102	(\$3,000.00)	TBID - FAM Tour Airfare
4/25/11 Deposit	\$45.00	March Luncheon
4/24/11 Deposit	\$276.00	April Luncheon
4/28/11 Check 1103	(\$324.02)	April Luncheon / Billings Hotel
5/2/2011 Interest	\$2.21	
<b>Balance as of 5/2/2011</b>	<b>\$9,914.46</b>	
5/30/11 Interest	\$1.47	

<b>Balance as of 5/30/11</b>	<b>\$6,591.91</b>	
Deposit 6/10/11	\$257.00	May Luncheon
6/10/11 Check 1104	(\$40.00)	Attorney fees - Annual Report filing fees
6/10/11 Check 1105	(\$400.00)	Cynroc - Website
Deposit 6/16/11	\$154.00	June Luncheon
6/29/11 Interest	\$1.36	
<b>Balance as of 6/29/11</b>	<b>\$6,564.27</b>	
7/29/11 check 1106	(\$189.00)	June Luncheon Godfathers
7/29/11 Deposit	\$67.00	Lunches invoiced
7/28/11 Interest	\$1.31	
<b>Balance as of 7/28/11</b>	<b>\$6,565.58</b>	
8/2/11 check 1107	(\$200.00)	Cynroc - July website
8/2/11 check 1108	(\$280.18)	IRS - 2010 taxes (Let's not do that again!)
8/16/11 Deposit	\$ 2,424.00	Dues
8/30/11 Interest	\$ 1.62	
<b>Balance as of 8/30/11</b>	<b>\$ 8,389.02</b>	
Deposit 9/2/11	\$4,686.00	Dues
9/20/11 check 1109	(\$200.00)	Cynroc - Website
Deposit 10/1/11	\$220.00	Luncheon
Deposit 10/1/11	\$ 736.00	Dues
9/29/11 Interest	\$2.49	
<b>Balance as of 9/29/11</b>	<b>\$ 13,077.51</b>	
10/13/11 check 1110	\$125.00	Guthals, Hunnes & Reuss - Attorney Consult
10/13/11 check 1111	\$229.88	Billings Hotel / September luncheon fees
10/30/11 Interest	\$1.95	
<b>Balance as of 10/30/11</b>	<b>\$13,680.58</b>	
11/4/11 check 1112	\$299.72	Holiday Inn Grand - October Luncheon Meeting
Deposit 11/4/11	\$576.00	\$300 Dues / \$276 luncheon
11/16/2011 Check 1113	\$360.00	YAM Catering - Nov luncheon
11/29/11 Interest	\$ 1.70	
<b>Balance as of 11/29/11</b>	<b>\$13,598.56</b>	
12/1/11 Deposit	\$ 277.00	November Luncheon
12/6/11 Check 1114	\$480.48	Oct/Nov website & Domain name renewal
12/12/11 Check 1115	\$246.17	IRS - Balance of tax owed for 2010 (we still need to pay penalty)
12/12/11 Check 1116	\$850.00	IRS - Non profit application filing fee
	\$ 19.45	Ordered more checks - Yellowstone Bank
12/15/11 Check 1118	\$ 1,000.00	Moss Mansion - Holiday Party
12/15/11 Check 1119	\$ 1,005.06	Kreative Kapers - Holiday Party Catering
12/14/11 Check 1120	\$1,360.00	Billings Food Bank - turkey match
1/2/12 Check 1201	\$110.00	Post office box rental - 1 year
1/2/12 Check 1202	\$ 880.48	Website Oct, Nov and Dec

Deposit 1/2/12	\$ 472.00	Dues and Turkey donations
1/2/12 Interest	\$1.62	
<b>Balance as of 1/2/12</b>	<b>\$10,919.08</b>	
1/30/12 Interest	\$1.20	
<b>Balance as of 1/30/12</b>	<b>\$8,396.74</b>	
2/1/2012 Deposit	\$ 263.00	January luncheon
2/13/2012 ck 1203	\$2,240.19	Albrecht & Co - bags for special olympics
2/13/2012 ck 1204	\$347.68	Luncheon Crowne Plaza - January
2/13/2012 ck 1205	\$ 3,105.00	Az & Co - account fees
2/13/2012 ck 1206		Voided
2/13/2012 ck 1207	\$119.52	Cynroc - January website
2/28/12 interest	\$0.87	
<b>Balance as of 2/28/12</b>	<b>\$ 2,848.22</b>	
3/6/12 ck 1208	\$159.34	IRS - Penalties and Interest from 2010
3/6/12 Deposit	\$ 246.00	\$150 dues / \$96 January luncheon
3/6/12 Deposit	\$360.00	February luncheon
3/6/12 ck 1209	\$ 329.95	HGI - February Luncheon
3/19/12 ck 1210	\$200.00	Cynroc - website for March
3/19/12 ck 1211	\$490.00	AZ & Co - 2011 tax accounting
3/19/12 ck 1212	\$50.00	Department of Revenue - MT filing fee for nonprofits
3/26/12 Deposit	\$340.00	\$150 dues / \$190.00 luncheon
3/29/12 interest	\$0.19	
<b>Balance as of 3/29/12</b>	<b>\$3,794.41</b>	
4/18/12 ck 1213	\$131.00	Zee Creative
4/27/12 Interest	\$0.11	
<b>Balance as of 4/27/12</b>	<b>\$2,565.23</b>	
5/2/12 ck 1214	\$217.25	Cynroc, Inc. Monthly website \$200 / domain renewal \$17.25
5/3/12 Deposit	\$ 268.00	\$30.00 April luncheon invoices paid / \$238 April luncheon
5/23/12 ck 1215	\$252.00	Western Heritage Center April luncheon catering
5/23/12 ck 1216	\$57.50	Guthals, Hunnes & Reuss - Annual filing fee State of MT
5/30/12 Interest	\$0.12	
<b>Balance as of 5/30/12</b>	<b>\$2,616.10</b>	
6/4/12 Deposit	\$ 225.00	\$42.00 April luncheon / 183.00 May Meeting
6/4/12 ck 1217	\$400.00	Cynroc - \$250.00 Enews / \$15.00 database mgmt / \$5.00 archiving of newsletters / \$130.00 website hosting for 12 months
6/20/12 ck 1218	\$122.50	Boothill Inn (Off Main Street Deli) June Luncheon
6/28/12 Interest	\$0.10	
<b>Balance as of 6/28/12</b>	<b>\$ 2,004.20</b>	

7/9/12 ck 1219		Cynroc (\$250.00 Enewsletter / \$15.00 Management of Database / \$5.00 archiving of newsletters for website
7/10/12 Deposit	\$270.00	June Luncheon Fees - Deposit
7/30/12 Interest	\$240.00	
	\$0.09	
<b>Balance as of 7/30/12</b>	<b>\$ 2,239.29</b>	
8/15/12 ck 1220	\$ 150.00	Zoo Montana - contribution for June Meeting Boothill Inn - reimbursement for June luncheon (Shelli brought the food for the meeting)
8/15/12 ck 1221	\$150.00	
8/15/12 ck 1222	\$270.00	Cynroc - \$250 Enews / \$15 Database management (July)
8/30/12 Deposit	\$1,304.00	\$160 August Luncheon / \$1124 dues received
8/30/12 ck 1223	\$270.00	Cynroc - \$250 Enews / \$15 Database management (August)
8/30/12 ck 1224	\$200.00	Big Horn Resort / August Luncheon
8/30/12 Interest	\$0.09	
<b>Balance as of 8/30/12</b>	<b>\$2,848.38</b>	
9/18/12 deposit	\$3,986	\$6.00 June Luncheon / \$3980 dues received
9/20/12 Deposit	\$265.00	September luncheon