

Town of West Yellowstone

Tuesday, October 21, 2014

West Yellowstone Town Hall, 440 Yellowstone Avenue

7:00 PM

TOWN COUNCIL MEETING AGENDA

Pledge of Allegiance

Purchase Order

Treasurer's Report

Claims ∞

Consent Agenda: **October 7, 2014, Town Council Meeting** ∞

Business License Applications

Advisory Board Report(s)

Operations Manager & Department Head Reports

Assignments Report

Council Comments

Public Comment Period

NEW BUSINESS

Marketing & Promotions Fund Award Recommendations

Discussion/Action

- Kids N Snow, 2014-2015 Event Series, \$5000 ∞
- Hebgen Lake Ice Fishing Festival 2015, \$3500 ∞
- Wild Bill Days, \$12,500 ∞

Correspondence/FYI

- MLCT Legislative Resolution Package ∞

Meeting Reminders

- MMIA/Local Government Center Training, Ennis, October 24, 2014 ∞



Policy No. 16 (Abbreviated)
Policy on Public Hearings and Conduct at Public Meetings

Public Hearing/Public Meeting

A public hearing is a formal opportunity for citizens to give their views to the Town Council for consideration in its decision making process on a specific issue. At a minimum, a public hearing shall provide for submission of both oral and written testimony for and against the action or matter at issue.

Oral Communication

It is the Council's goal that citizens resolve their complaints for service or regarding employees' performance at the staff level. However, it is recognized that citizens may from time to time believe it is necessary to speak to Town Council on matters of concern. Accordingly, Town Council expects any citizen to speak in a civil manner, with due respect for the decorum of the meeting, and with due respect for all persons attending.

- No member of the public shall be heard until recognized by the presiding officer.
- Public comments related to non-agenda items will only be heard during the Public Comment portion of the meeting unless the issue is a Public Hearing. Public comments specifically related to an agenda item will be heard immediately prior to the Council taking up the item for deliberation.
- Speakers must state their name for the record.
- Any citizen requesting to speak shall limit him or herself to matters of fact regarding the issue of concern.
- Comments should be limited to three (3) minutes unless prior approval by the presiding officer.
- If a representative is elected to speak for a group, the presiding officer may approve an increased time allotment.
- If a response from the Council or Board is requested by the speaker and cannot be made verbally at the Council or Board meeting, the speaker's concerns should be addressed in writing within two weeks.
- Personal attacks made publicly toward any citizen, council member, or town employees are not allowed. Citizens are encouraged to bring their complaints regarding employee performance through the supervisory chain of command.

Any member of the public interrupting Town Council proceedings, approaching the dais without permission, otherwise creating a disturbance, or failing to abide by these rules of procedure in addressing Town Council, shall be deemed to have disrupted a public meeting and, at the direction of the presiding officer, shall be removed from the meeting room by Police Department personnel or other agent designated by Town Council or Operations Manager.

General Town Council Meeting Information

- Regular Town Council meetings are held at 7:00 PM on the first and third Tuesdays of each month at the West Yellowstone Town Hall, 440 Yellowstone Avenue, West Yellowstone, Montana.
- Presently, informal Town Council work sessions are held at 12 Noon on Tuesdays and occasionally on other mornings and evenings. Work sessions also take place at the Town Hall located at 440 Yellowstone Avenue.
- The schedule for Town Council meetings and work sessions is detailed on an agenda. The agenda is a list of business items to be considered at a meeting. Copies of agendas are available at the entrance to the meeting room.
- Agendas are always published at least 48 hours prior to Town Council meetings and work sessions. Agendas are posted at the Town Offices and at the Post Office. In addition, agendas and packets are available online at the Town's website: www.townofwestyellowstone.com. Questions about the agenda may be directed to the Town Clerk at 646-7795.
- Official minutes of Town Council meetings are prepared and kept by the Town Clerk and are reviewed and approved by the Town Council. Copies of approved minutes are available at the Town Clerk's office or on the Town's website: www.townofwestyellowstone.com.

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TOWN OF WEST YELLOWSTONE
Claim Approval List
For the Accounting Period: 10/14

Page: 1 of 6
Report ID: AP100

For doc #s from to 999999
* ... Over spent expenditure

Claim	Vendor #/Name/	Document \$/	Disc \$							Cash
Check	Invoice #/Inv Date/Description	Line \$		PO #	Fund Org Acct	Object	Proj	Account		
40332	2551 Thyssenkrupp Elevator Corp	376.04								
3001355494	10/01/14 elevator maint-Povah	376.04		POVAH	1000 411255	350		101000		
40336	266 Utilities Underground Location	38.22								
4095290	09/30/14 excavation notifications	38.22		WATER	5210 430500	357		101000		
40340	764 General Distributing Co.	41.40								
268309	09/30/14 compressed O2	41.40		STREET	1000 430200	220		101000		
40342	95 Energy West-Montana	1,243.99								
	09/30/14 nat gas - 62211 - updh	298.66		UPDH	1000 411252	344		101000		
	09/30/14 nat gas - 62017 - police sta.	22.41		POLICE	1000 411258	344		101000		
	09/30/14 nat gas - 12204-pub.svcs	28.26		STREET	1000 430200	344		101000		
	09/30/14 nat gas - 62214- old firehall	18.00		PARK	1000 460430	344		101000		
	09/30/14 nat gas - 01603 - old bld insp	37.06		STREET	1000 430200	344		101000		
	09/30/14 nat gas - 61962 - library	45.86		LIBRAR	2220 460120	344		101000		
	09/30/14 nat gas - 07154 - Povah Ctr.	196.69		POVAH	1000 411255	344		101000		
	09/30/14 nat gas - 62207 - pub svcs	202.77		PUBSVC	1000 430200	344		101000		
	09/30/14 nat gas -17279 -Town Hall	367.49		TWNHAL	1000 411250	344		101000		
	09/30/14 nat gas -17569-Sewer Lift	26.79		SEWER	5310 430600	344		101000		
40343	2789 WEX Bank	3,129.89								
	10/01/14 07 Ford Expedition 6-54563A	162.74		SS	1000 450135	231		101000		
	10/01/14 06 Dodge Durango 6-1374	138.34		POLICE	1000 430200	231		101000		
	10/01/14 10 Ford Crown Vic 6-34157A	0.00		POLICE	1000 420100	231		101000		
	10/01/14 08 Ford Crown Vic 6-1437	0.00		POLICE	1000 420100	231		101000		
	10/01/14 10 Ford Expedition 6-000046	51.34		POLICE	1000 420100	231		101000		
	10/01/14 11 Ford Expedition 6-21425A	206.93		POLICE	1000 420100	231		101000		
	10/01/14 77 Intl Dumptruck	0.00		STREET	1000 430200	231		101000		
	10/01/14 78 Chevy Dumptruck	0.00		STREET	1000 430200	231		101000		
	10/01/14 78 Autocar Dumptruck	0.00		STREET	1000 430200	231		101000		
	10/01/14 85 Ford Dumptruck	0.00		STREET	1000 430200	231		101000		
	10/01/14 140 G Grader	330.26		STREET	1000 430200	231		101000		
	10/01/14 CAT 936 Loader	0.00		STREET	1000 430200	231		101000		
	10/01/14 93 Dodge	191.12		STREET	1000 430200	231		101000		
	10/01/14 95 Mobile Sweeper	0.00		STREET	1000 430200	231		101000		
	10/01/14 97 Athey Sweeper	0.00		STREET	1000 430200	231		101000		
	10/01/14 99 SS Snowblower	0.00		STREET	1000 430200	231		101000		
	10/01/14 00 Freightliner Dump 6-60700A	222.41		STREET	1000 430200	231		101000		
	10/01/14 Snowmobile	0.00		STREET	1000 420100	231		101000		
	10/01/14 02 Freightliner Dump 6-54564A	0.00		STREET	1000 430200	231		101000		
	10/01/14 08 Ford Pickup 6-1450	329.85		STREET	1000 430200	231		101000		
	10/01/14 08 GMC Pickup 6-1484	291.25		STREET	1000 430200	231		101000		
	10/01/14 08 CAT 938H Loader	636.29		STREET	1000 430200	231		101000		
	10/01/14 08 904B MiniLoader	0.00		STREET	1000 430200	231		101000		
	10/01/14 YNP Truck #1	0.00		STREET	1000 430200	231		101000		

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Claim	Vendor #/Name/ Check Invoice #/Inv Date/Description	Document \$/ Line \$	Disc \$	PO #	Fund Org Acct	Object Proj	Cash Account
	10/01/14 YNP Truck #2	0.00		STREET	1000 430200	231	101000
	10/01/14 08 Ford Escape (multi-use)	65.99		DISPAT	1000 420100	231	101000
	10/01/14 14 Police Interceptor	404.92		POLICE	1000 420100	231	101000
	10/01/14 08 Ford Escape	0.00		PARKS	1000 410510	370	101000
	10/01/14 2010 JD Backhoe	98.45		STREET	1000 430200	231	101000
40344	2558 Hebgen Basin Fire District	45,563.00					
	10/15/14 October 2014	45,563.00		FIRE	1000 420400	357	101000
40345	146 Morrison-Maierle, Inc	415.00					
	19427 10/07/14 PD online backup	70.00		DISPAT	1000 420160	398	101000
	19428 10/07/14 Town Offices online backup	60.00		FINADM	1000 410510	356	101000
	19482 10/14/14 set up new Deputy computer	285.00		FINADM	1000 410510	356	101000
40347	2546 Century Link QCC	72.94					
	09/23/14 long dist chg 406-646-7795	30.34		FINADM	1000 410510	345	101000
	09/23/14 long dist chg 406-646-7600	42.60		finadm	1000 410510	345	101000
40384	2291 American Express	185.85					
	09/10/14 Best Western Helena, Rightenou	95.16		DISPAT	1000 420160	370	101000
	10/01/14 Amazon, labels	10.70		FINADM	1000 410510	220	101000
	10/08/14 Norton, anti-virus	79.99		REC	1000 460440	220	101000
40385	2673 First Bankcard	103.52					
	09/08/14 Send It Home, H2O Samples	31.52		WATER	5210 430500	311	101000
	09/19/14 postage, RT audits	72.00		RT	2100 410540	220	101000
40386	1454 Big Sky Publishing	262.50					
	1160907 09/05/14 Pioneer Park display ad	195.00		ADMIN	1000 410210	327	101000
	1168562 09/19/14 Drug take back ads	67.50		ADMIN	1000 410210	327	101000
40387	29 Terrell's Office Machines Inc	1,267.23					
	290038 10/02/14 chairs-court/council room-12	1,260.00		TWNHAL	1000 411250	364	101000
	289954 10/01/14 contract overage, Library	7.23		LIB	2220 460100	398	101000
40388	135 Food Roundup	56.58					
	09/30/14 jail food	32.20		JAIL	1000 420230	220	101000
	09/30/14 Help Fund food	24.38		HELP	7010 450135	220	101000
40389	533 Market Place	65.84					
	09/30/14 supplies	30.65		LEGIS	1000 410100	220	101000
	09/30/14 supplies	5.80		STREET	1000 430200	220	101000
	09/30/14 supplies	29.39		HELP	7010 450135	220	101000

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40390	2507 Silvertip Pharmacy	60.97					
	091914/02 09/19/14 Rx	16.78		HELP	7010 450135	358	101000
	091514/01 09/15/14 Rx	9.86		HELP	7010 450135	358	101000
	091214/01 09/17/14 Rx	34.33		HELP	7010 450135	358	101000
40391	2440 David L Rightenour	52.00					
	09/09/14 reimb meals, Helena	52.00		DISPAT	1000 420160	370	101000
40392	1928 Michele DesRochers	147.16					
	09/09/14 reimb meals, Helena	52.00		DISPAT	1000 420160	370	101000
	09/09/14 reimb hotel, Helena	95.16		DISPAT	1000 420160	370	101000
40393	999999 KARA BOGEN	350.00					
	10/08/14 deposit refund, UPDL	350.00		UPDL	2210 214000		101000
40394	999999 ALAN OR LAURIE MAXWELL	2.98					
	10/14/14 refund sewer overpmt	2.98		SEWER	5310 430670	359	101000
40395	1331 West Yellowstone Foundation	8,100.00					
	10/01/14 Shakespeare donation FY 15	600.00		LEGIS	1000 410100	870	101000
	10/08/14 1st half Bus donation FY 15	7,500.00		LEGIS	1000 410100	870	101000
40396	2635 Jake's Automotive and Tire	11,186.49					
	10949 07/08/14 flat repair	19.95		STREET	1000 430200	220	101000
	11029 07/14/14 flat repair	24.95		STREET	1000 430200	220	101000
	11454 08/07/14 flat repair	19.95		STREET	1000 430200	220	101000
	11599 08/15/14 flat repair	24.95		STREET	1000 430200	220	101000
	12050 09/25/14 maint, 08 GMC	318.93		STREET	1000 430200	369	101000
	12052 09/25/14 tires for loader	9,600.00		STREET	1000 430200	239	101000
	12081 10/01/14 mount tire	800.00		STREET	1000 430200	239	101000
	12083 10/01/14 tires/replace for sweeper	377.76		STREET	1000 430200	239	101000
40397	951 Barnes & Noble	124.63					
	2890690 09/29/14 books	124.63		LIB	2220 460100	215	101000
40398	2790 Creative Product Source Inc.	278.52					
	CPI047417 09/26/14 magnets	278.52		LIB	2220 460100	220	101000
40399	471 Northwest Pipe Fittings, Inc.	637.96					
	1366390 10/08/14 meter supplies	637.96		WATER	5210 430590	251	101000

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40400			379 Energy Laboratories, Inc	671.50					
	341050318	10/06/14 wastewater samples		309.50		SEWER	5310 430600	357	101000
	341050790	10/10/14 wastewater samples		362.00		SEWER	5310 430600	357	101000
40401			2377 Kathleen Brandis	54.95					
	09/10/14	ink cartridge refill, reimb		54.95		COURT	1000 410360	220	101000
40402			999999 ROBERT JAMES PHILIPS	1,086.00					
	10/09/14	bond refund 2014-18		1,086.00		COURT	7469 212400		101000
40403			1372 MONTANA SUPREME COURT	300.00					
	10/09/14	registration, K. Brandis		300.00		COURT	1000 410360	370	101000
40404			1372 MONTANA SUPREME COURT	250.00					
	10/09/14	registration, J. Berger		250.00		COURT	1000 410360	370	101000
40405			2473 Pioneer Human Services	116.04					
	34100	09/25/14 commodities		116.04		HELP	7010 450135	220	101000
40406			171 Montana Food Bank Network	593.80					
	AOR418861	10/01/14 commodities		429.82		HELP	7010 450135	220	101000
	AOR418851	10/01/14 commodities		163.98		HELP	7010 450135	220	101000
40407			2099 Quick Print of West Yellowstone	71.35					
	5833	09/25/14 500 envelopes, window, no post		71.35		FINADM	1000 410510	220	101000
40408			40 Jerry's Enterprises	25.00					
	09/28/14	help fund fuel		25.00		HELP	7010 450135	220	101000
40409			626 Yellowstone Arctic Yamaha	141.82					
	35166	09/10/14 repair to chainsaw		141.82		PARKS	1000 460430	369	101000
40410			1934 Brenda Martin	367.64					
	09/25/14	reimb travel, 911 board mtg		48.60		DISPAT	1000 420160	370	101000
	09/09/14	reimb travel, Missoula		319.04		DISPAT	1000 420160	370	101000
40411			999999 MARIELLA ARREGUIN	350.00					
	10/16/14	povah deposit refund		350.00		POVAH	2210 214001		101000
40412			811 Zee Medical Service	85.35					
	161536066	09/24/14 first aid supplies		85.35		STREET	1000 430200	220	101000

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40413	2594 Reflective Apparel Factory, Inc.	378.20							
69177	10/03/14 uniform-Holtzen	23.95		STREET	1000 430200	226		101000	
69177	10/03/14 uniform-Hansen	312.35		STREET	1000 430200	226		101000	
69177	10/03/14 uniform-McCord	41.90		PARKS	1000 460430	226		101000	
40414	75 Montana League Cities/Towns	2,000.00							
Town contribution to cost of food for reception held during MLCT conference.									
	10/17/14 10/8/14 reception	2,000.00		MLCT	1000 460310	870		101000	
40415	2808 Parker's Sand & Gravel, Inc.	64.00							
18169	09/05/14 rock	64.00		PARKS	1000 460430	365		101000	
40416	151 Gallatin County WY TS/Compost	729.25							
	09/30/14 transfer station charges	729.25		PARKS	1000 460430	534		101000	
40417	999999 SCOTT JOHNSON	1,000.00							
	10/16/14 bond refund, Wallace 2014-108	1,000.00		COURT	7469 212400			101000	
40418	2673 First Bankcard	4,884.39							
	09/05/14 High Country Travel Plz, fuel	201.96		STREET	1000 430200	231		101000	
	09/05/14 Comfort Suites, Helena	140.10		WATER	5210 430500	370		101000	
	09/08/14 Home Depot	96.78		PARKS	1000 460430	365		101000	
	09/08/14 Home Depot	27.98		PARKS	1000 460430	365		101000	
	09/11/14 Send It Home	29.10		WATER	5210 430500	357		101000	
	09/16/14 Intl Code Council, Arnado	168.00		BLDINS	1000 420531	380		101000	
	09/16/14 Construct Exam Ctr, Arnado	890.00		BLDINS	1000 420531	380		101000	
	09/18/14 Residence Inn, Denver	1,152.51		BLDINS	1000 420531	370		101000	
	09/23/14 GeoChem Inc	2,141.09		PARKS	1000 460430	365		101000	
	09/24/14 Store Supply, stickers	36.87		STREET	1000 430200	220		101000	
40419	2530 West Yellowstone Sled Dog Races	2,000.00							
	10/03/14 IPSSDR 2015 Race Fee	2,000.00		MAP	2101 410130	398		101000	
40420	1344 Postmaster	357.00							
	10/17/14 postage-jury mailing	147.00		COURT	1000 410360	311		101000	
	10/17/14 postage-jury mailing	210.00		COURT	1000 410360	311		101000	
	# of Claims	45	Total:						
								89,289.00	

WEST YELLOWSTONE TOWN COUNCIL
Work Session & Town Council Meeting
October 7, 2014

COUNCIL MEMBERS PRESENT: Mayor Brad Schmier, Jerry Johnson, John Costello, Greg Forsythe

OTHERS PRESENT: Operations Manager Becky Guay, Finance Director Lanie Gospodarek, Public Services Superintendent James Patterson, Social Services Director Jack Dittmann

Gale Loomis, Brock Kelley, Joyce Berger, HBFD Chief Scott Waldron, Head Dispatcher Brenda Martin, Sandi Pepler, Scott Clark, Randy Wakefield, Tom Cherhoniak, HBFD Assistant Chief

The meeting is called to order by Mayor Brad Schmier at 7:00 PM in the West Yellowstone Town Hall, 440 Yellowstone Avenue, West Yellowstone, Montana.

Portions of the meeting are being recorded.

The Treasurer's Report with corresponding banking transactions is on file at the Town Offices for public review during regular business hours.

ACTION TAKEN

- 1) Motion carried to approve the claims which total \$136,015.16 (Schmier, Costello) Forsythe abstains from 40378, Schmier abstains from 40358.
- 2) Motion carried to approve the Consent Agenda which includes the minutes of the September 23, 2014 Town Council Meeting and the September 30, 2014 Town Council Work Session. (Johnson, Forsythe)
- 3) Motion carried to approve the business license application (update) for the West Yellowstone Economic Development Council, Inc. (WYED). (Johnson, Forsythe)
- 4) Motion carried to approve the request made by Rocky Hermanson on behalf of the Library Board of Trustees to construct a deck and later a media space as an addition to the library building. (Costello, Johnson)
- 5) Motion carried to reappoint Kathleen Brandis to the position of City Court Judge for the Town of West Yellowstone for a 4-year term, January 1, 2015 through December 31, 2018. (Forsythe, Schmier)
- 6) Motion carried to approve Policy #13, contingent upon adding language about notifying property owners when a tenant's utility bill is delinquent and upon review of the policy by Town Engineer, Dick Dyer. (Johnson, Costello) Forsythe is opposed.
- 7) Motion carried to appoint Cole Parker to serve on the Chief of Police Interview Panel. (Forsythe, Schmier) Johnson is opposed, Schmier, Forsythe, and Costello are in favor.

Council Comments

Forsythe reports that he attended the Criminal Justice Coordinating Council (CJCC) meeting last week in Bozeman. He mentions that Shelley Johnson of the Drug and Alcohol Program made a very informative presentation, and says that is a really good program to have in our community. Johnson also credits the staff for all the work that has gone into planning for the Montana League of Cities & Towns conference that is here in West Yellowstone this week.

Public Comment Period

Charles Gallard addresses the Council and says he would like to open a discussion with the Town about the possibility of opening a medical marijuana dispensary in West Yellowstone. He explains that he understands that the Town has an ordinance that prohibits anything that is prohibited by federal law, but points out that marijuana for medical use is allowable under Montana law. He currently operates a dispensary in Big Sky. Richard Gibson expresses strong disapproval for the proposal. Gallard asks the Council to consider amending the current

ordinance to allow a dispensary. He says that he estimates that there are currently about 100 card-holders in West Yellowstone. He says that he has about 25 customers in West Yellowstone at his dispensary in Big Sky. The Council asks multiple questions about Gallard's proposal. Doug Buskirk asks a couple questions and says that he read an article recently that said that Gallatin County has the highest number of card-holders and providers in the state. The Council asks multiple questions about the state law, how it is enforced, and how he would operate his business in West Yellowstone. Teri Gibson also asks questions but expresses disapproval for the proposal. Forsythe says he would have a difficult time approving an ordinance that would allow medical marijuana. Gallard says he is not expecting an answer this evening, but would like the Town to consider allowing it to benefit the people in the community that use medical marijuana. He asks the Council to think and research his proposal for a couple weeks and he will ask to come back at a later date to discuss it with them again.

DISCUSSION

- 1) Costello asks about the software maintenance fees for Black Mountain Software, Forsythe asks about the street bond refund for Fall River Electric. Forsythe also asks how frequently are they being billed by the Gallatin County Sheriff's Office for law enforcement services. Guay responds that they intend to bill monthly but they have only been billed twice so far.
- 3) The Council briefly discusses the parking plan for the updated license application. The building will be used for classroom/educational use which will include minimal overnight accommodations such as students sleeping in sleeping bags on the floor.
- 4) The Council discusses the request from the Library Board of Trustees and Librarian Bruce McPherson to add a railed-in deck that will be eventually closed in. The new space will be used as a media space. Guay says that if the Council approves this request, they will have to pass a budget amendment to allow the expenditure.
- 5) The Council discusses the request from Judge Brandis to be reappointed to the position of City Court Judge. Brandis' second term as judge will conclude December 31, 2014. Forsythe asks questions about how the Judge is paid. Brandis explains that after serving as the Judge for eight years, she is still making less than her predecessor. She has been willing to sign an employment agreement, but she is not actually obligated to do that. Brandis explains that there is a judge's school and recertification test that will be offered in late November. She says it would be in the Town's best interest to send whoever is going to be their judge to that school, which is why she is requesting to be reappointed now. Johnson says that in his experience on the Council, they have both advertised before reappointing and also just reappointed the sitting judge. Guay says that she whole-heartedly supports the reappointment of Brandis and shares multiple examples. Johnson suggests that they consider her reappointment first and discuss the salary issues at another time and Brandis agrees. Buskirk also speaks in support of Brandis as does County Deputy Matt Stubblefield.
- 6) Finance Director Lanie Gospodarek explains the reasons behind the update to Policy #13, billing practices.
- 7) Johnson says he wishes Parker was present tonight because he does not want to talk about him while he is not here. He expresses concern that Parker does not have experience with law enforcement or even hiring practices. He says that Parker did not even understand in January that the police department is a department of the Town of West Yellowstone. He thinks Parker is the least qualified member of the Council. He says he has heard Council members at this table comment that they are not qualified to hire a police chief, so why are they now recommending the least qualified member of the Council to participate? Costello says that he thinks Parker will learn a lot through this process, and questions how else will he learn those things. Costello says he thinks Parker could do a very good job.

- A) **Advisory Board Reports:** Council Member Johnson reports that the negotiating team for the Town for the collective bargaining agreements is almost ready. They are going to meet a couple more times and negotiate again next week.
- B) **Operations Manager/Department Head Reports:** Operations Manager Becky Guay delivers a brief report: Police commission selected six applicants to interview for the position of Police Chief, all six have confirmed and interviews will be held October 16 & 17, 2014 They issued invites to Yellowstone National Park (YNP) and the Sheriff's office to participate. The Sheriff has accepted and will be here personally but Head Ranger Tara Ross responded that the YNP could not participate due to privacy and federal regulations. The Police Commission is going to meet next week to put together interview questions, working with Social Services Director Jack Dittmann. Guay says she met with the Sergeant, Mayor, & Sheriff and worked on some details of law enforcement services MOU, our two officers are switching schedules to reduce overtime for the County deputies. Guay says she has handed out copies of the draft Request for Qualifications (RFQ) to solicit an appraiser for the 80 acres. The Town Attorney and Forest Service have approved it. They will send the RFQ out to the list of Forest Service approved appraisers this week. The negotiating team has met twice since the first session with the union. They will meet again later this week and negotiate again on October 14 & 15, 2014. The Town staff has been very busy getting ready for the Montana League of Cities and Towns conference that starts tomorrow. She reminds the Council of the reception on Wednesday evening at the Imax Theater and Grizzly & Wolf Discovery Center and the banquet at the Union Pacific Dining Lodge on Thursday.

The meeting is adjourned. (8:45 PM)

Mayor

ATTEST:

Town Clerk

Town of West Yellowstone
Marketing and Promotion Fund Advisory Board (MAPFAB)
Recommendation to Town Council for Award Approval

Event or Project Applicant: W. Yell. Chamber of Commerce Marketing Committee

Event or Project Name: Kids 'N' Snow Event Series

Date Submitted: 9.12.14

Date Approved by MAP Fund Advisory Board: 10.9.14

Requested Amount: \$5000

Approved Amount: \$5000

Exceptions: None

Comments: None

Recommendation submitted by: John M. Greve, MAPFAB Secretary

- This MAP Fund Award Recommendation is approved by the Town Council
- This MAP Fund Award Recommendation is not approved by the Town Council

_____ Date: _____

Comments:

Copy 1 – Town Clerk
Copy 2 – Town Council
Copy 3 – MAP Fund Advisory Board

**THE BUSINESSES OF WEST YELLOWSTONE
MARKETING AND PROMOTION (MAP) FUND
APPLICATION COVER PAGE**

Applicant Information

Applicant Individual or Organization: West Yellowstone/Hebgen Lake Ice Fishing Tournament Committee

Event or Project Contact Person: Pam Sveinson

Address: PO Box 621, West Yellowstone, MT 59758

Phone: 406-640-1198 *Email:* psveinson@kirkwoodresort.com

Application Submission Date: September 29, 2014

Event or Project Information

Event or Project Name: West Yellowstone/Hebgen Lake Ice Fishing Festival and NAIFC Tournament

Location of Event or Project: Hebgen Lake, various hotels and restaurants in West Yellowstone (seminars and meals)

Date(s) of Event or Project: January 16-18, 2015

Estimated Total Event or Project Cost: \$48,655 (including in-kind and volunteer time)

MAP Fund Amount Requested: \$3,500.00

Section 1 Proposed Event or Project Summary

The purpose of this project is to hold the fourth annual Ice Fishing Tournament to **continue to build this regional/national event, with an expanded format.** We again will engage the NAIFC to market/promote and administer the national tournament, seminars/workshops and kid's camp using its established procedures ensuring visibility and credibility to this national competitive event. The vision is for West Yellowstone to hold an annual ice fishing festival year after year that will bring established ice anglers to town AND provide activities that will introduce more people to the sport, developing an additional market for West Yellowstone. In all materials distributed through shows, radio talk show interviews, the NAIFC TV episodes aired on Midwest Outdoors for several weeks in the late fall, news releases and interviews, **we promote West Yellowstone as a base camp for all types of activities throughout the winter months, in addition to ice fishing.**

The goals we have set for the coming year are to:

- Again increase the number of registered teams by 10% to 87 teams
- Maintain the number of participants in the Kids Ice Camp at 175, increasing the proportion that are from out of town
- Secure at least 3 corporate sponsors/partners who each commit financial support AND have significant presence/support/demonstrations at the Rocky Mountain Ice Fishing Product Fair
- Increase number of visitors to 100 people from outside the region who come to the Festival to find out more about ice fishing and other winter activities that West Yellowstone offers. Increase expenditures from those visitors
- Continue to partner with the Kids'N'Snow program through cross-promotion on our tournament website, in editorial, promotional, and publicity efforts, and by sharing ad placement and creative costs where applicable.
- Partner with other tourism marketing organizations and related businesses to increase the amount of media coverage and publicity that we can bring to West Yellowstone. Maintain or increase the excellent print, radio, on-line, and television coverage we have received in past and expand editorial features from outdoor writers and publications.
- Maintain local business support at a minimum of \$3500 and convert at least 6 current sponsors to new observers-on-snowmobiles during the tournament on Sunday.

- Increase the number of tournament sponsors that use materials and channels provided by the Tournament project to market their properties directly to potential visitors.

Finally, another of our goals continues to be to expand the Rocky Mountain Ice Fishing Product Fair, including signature sponsorships and demonstration events from the leading equipment manufacturers in the country. These sponsorships will be key to building a self-funding model. Obtaining these sponsorships is a multi-year process. Last year we were successful at bringing Dave Genz, one of the founders of the ice fishing industry, to this event, which resulted in national publicity for the tournament, for ice fishing in the Montana and for West Yellowstone. It has opened the door to talks with large, nationally-based companies that we are working with now for next year.

Section 2 Proposed timeline

The 2015 Festival will take place on the Martin Luther King Day 3-day weekend, January 16-18th, with the Friday and Saturday evening sessions and the Sunday Weigh-in and Awards, including the expanded Rocky Mountain Ice Fishing Product Fair, held in West Yellowstone, encouraging overnight stays and meals in town.

The tournament will be the same as in past years, administered by the NAIFC according to its established procedures. The seminars/workshops and demonstrations will be a joint effort by the NAIFC, as it has done in previous years, and other major sponsors that will demonstrate their products and provide additional fun activities for participants, including families.

A preliminary schedule of events for the weekend:

Friday, January 16

- 4-9 pm Product Fair Exhibits Open-Holiday Inn Conference Center, West Yellowstone
- Meals and Shopping at Various Businesses in Downtown West Yellowstone
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- 8-11 am Pre-fishing and On Lake Demonstrations, Kirkwood Marina, Hebgen Lake
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Meals and Shopping at Various Businesses in Downtown West Yellowstone

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Sunday, January 18

7am-1:05 pm NAIFC Tournament, Kirkwood Marina, Hebgen Lake

2-5 pm Product Fair Exhibits Open, Holiday Inn Conference Center, West Yellowstone

Meals and Shopping at Various Businesses in Downtown West Yellowstone

2:30 pm NAIFC Weigh-in and Awards, Holiday Inn Conference Center, West Yellowstone

Section 3 Proposed budget

The event will be funded by a combination of business sponsors, marketing and promotions grants, as well as additional fund-raising events. (Please see budget in Section 6). Our goal is to increase industry corporate support while maintaining local business support at a minimum of \$3500 and converting at least 6 current local business sponsors to new observers-on-snowmobiles during the tournament on Sunday.

- The West Yellowstone Foundation again has agreed to be the fiscal sponsor for this event handling the management of our funds.
- Solicitation for other funding has just started; we are requesting the following for the 2015 event:
 - Major Business Sponsorship: \$11,00
 - \$2,000 again from PPL Montana (or NW Energy)
 - Continued significant in-kind contribution from Delaware North Company
 - A significant commitment from Clam Outdoors, the country's largest ice fishing equipment company
 - \$500 from Beam Outdoors (for the second year)
 - Continued support by Bob Wards corporation, regional Sportsman's Warehouse stores and the Billings Scheels store
 - Grants & Marketing Funds: \$9,000.00

The FY15 West Yellowstone Chamber Marketing Budget has received approval for a project to support this tournament and destination ice fishing in the amount of \$7,000 which will be used for a variety of advertising media including web advertising targeted to begin in September 2014.

The West Yellowstone TBID has awarded a marketing grant in the amount of \$2,350,000 that will be used for national and regional destination event advertising/promotions.

We are asking MAP to participate in funding \$3,500 for the following marketing components:

- **Working with NAIFC on regional and national news releases and collateral materials targeted to ice fishing enthusiasts including furnishing content, images, and costs to produce and distribute.**
- **Regional advertising and promotion in conjunction with the other marketing funds already awarded.** Banner ads and links on specific ice fishing/winter fishing informational websites, ice fishing equipment sponsors, ice fishing/winter fishing forums/ blogs including: iceshanty.com (national focus), ice-fishing-central.com (Midwest focus), www.bigfishtackle.com (MT, ID, UT focus), icefishing247.com (national focus), Icemen.com (national), icefishingchat.com (regional), Bismanonline (ND & SD focus). Targeted Facebook advertising campaigns to specific activity likes in the following states: UT, ID, WY, MT, ND, SD, OR, WA, MN, WI, IA, MI
- **Website updates and eblasts to existing subscriber bases working with the West Yellowstone TBID and Chamber.** Print including posters and signage, flyers for distribution at Ice Fishing shows and events including the Dakota Ice Institute, the Blaine Hardwater Show, the St. Paul Ice Fishing Show, the NAIFC National Championship Tournament and the Milwaukee Ice fishing Show and at a number of Montana ice fishing tournaments, ice duels and derbies.

Section 4 Publicity, Promotion, & Marketing

In our first three years of marketing, we realized great success from our various online advertising and participation in ice fishing blogs, which will be continued. Also, we are continuing to work closely with NAIFC on national and Midwest advertising and are planning to do the same with Clam Corporation and the Ice Team companies, with an emphasis on the Rocky Mountain West. In addition, "personality-based" promotion on radio and in-person will be leveraged again this year to generate publicity.

A marketing plan for this year includes both national NAIFC components and our own efforts. Please see Attachment #2 for more detail regarding this schedule.

Section 5 Application Review Criteria

- *What are the economic, cultural, social and/or aesthetic impacts and benefits of your event or project on visitors, residents, businesses, organizations or other*

interests in the community and surrounding area?

This event is establishing West Yellowstone as a new, prime location for winter fishing in the western United States building on its other diverse winter offerings for individuals and families. The timing—early winter—fills a void of other winter activities or events, bringing in ice fishing competitors, their families and friends as well as people interested in learning more about the sport at a time when West Yellowstone needs it. In addition, NAIFC studies show that many tournament participants visit the location 1-3 times in a year, besides the tournament weekend, to scout the lake. The best fishing seasons for Hebgen Lake are shoulder season months, when West Yellowstone also has a need to expand business.

This event has been designed to spread the activities among many local businesses not just a few. Obviously, the hotels and restaurants in West Yellowstone and Hebgen Lake benefit directly. In addition, the operators of entertainment/activity services are able to promote and generate business from this new source of visitors. (Snowmobiling topped the list of other activities fishermen reported they did while here for the event weekend, with x-country skiing, drinking/gambling and Kids'N'Snow also getting multiple mentions.) This additional economic activity during this slower time of year helps not only the business operators but also the employees who depend on regular work from these employers.

Ice Fishing is the fastest growing segment of the outdoor sports market thereby offering West Yellowstone a broad and growing competitor base to draw from and an even larger market segment to promote into. New teams with minimal equipment are competitive from the get-go. That ease of entry into tournament fishing is just one of the reasons NAIFC Qualifiers remain approachable for newcomers and have such wide appeal.

Below is a summary of the estimates for visitation and spending during this event:

Day Visitation

Kids Ice Camp families spend more time in town during the day than the tournament fishermen. Assuming \$20/person/day for 2 days for 250 people who come to town for the Kids Camp, the economic contribution for meals and beverages during the 2015 event would be approximately \$10,000. Add fuel for each of 90 visiting families at \$80 for an additional \$7,200.

The goal is for the Festival to bring additional **spectators and exhibitors/product reps** to town, who would spend much of their time during the 3-day event in town as well. Assuming this brings 100 additional visitors, mostly adults, for 2 days, at \$35/person/day the expenditures for meals and beverages would be \$7,000. Add \$2,400 in fuel for 30 vehicles bringing these visitors.

Assume **out of town tournament competitors** eat in West Yellowstone at least twice at \$25/meal which would be \$6,500. Add in \$80 in fuel for 60 out of town teams for an additional

\$4,800.

An increasing number of competitors are renting snowmobiles for at least 2 days while they are here. Add to that the Kids Camp families and **assume expenditures on snowmobiles, Park coach tours and/or other activities** at a total of 50 at \$80 each for \$4,000. (Snowmobiling topped the list of other activities fishermen reported they did while here for the event weekend, with x-country skiing, drinking/gambling and Kids'N'Snow also getting multiple mentions. To achieve these activity rentals and expenditures, the vendors will need to do advance promotion for their businesses as a part of the Festival weekend.)

With these assumptions and plans, the total in day visitation expenditures would be \$41,900.

Lodging

In 2014, approximately 65% of the teams and staff were not "local" and needed overnight accommodations. Our tracking shows competitors' length of stay varies from 1-4 nights, with an average stay of 2.2 nights. With 87 registered teams, this would yield approximately 140 room nights attributed to **tournament participants**. At a room rate of \$99/night, this would bring in \$13,860 for lodging from competitors.

If 90 families who attend the **Kids Ice Camp** stay overnight 2 nights, that would be another 180 room nights to total \$17,820 at \$99/night.

Assume the 100 new **spectators and exhibitors** need 30 rooms for 2 nights. At \$99/night, that would total \$5,940.

With these assumptions for lodging, the total room night expenditure would be \$37,520.

• How does your event or project reach potential visitors outside West Yellowstone?

As detailed in Section 4 above, we will reach potential visitors directly by continuing and deepening our participation in a variety of online advertising and ice fishing blogs, "personality-based" promotion on radio and in-person publicity, national and Midwest advertising and word-of-mouth promotion throughout the NAIFC circuit.

We are continuing our efforts working with interested businesses to promote bundled packages for lodging and activities, before and during the event weekend. In addition, we are urging more businesses to include information on their websites and calendars, as well as market their own specials or packages, as a few did in previous years. **An important note is that there is clear evidence from the results from our interviews with tournament participants that the businesses that promoted ice fishing events as a part of their own business promotions received the most benefit from the event.**

• How does your event or project complement or enhance existing events or projects?

The Ice Fishing Tournament will be held the same weekend as the Chamber's January Kids'N'Snow weekend. The Kid's Ice Camp will be incorporated into the program for the weekend. By combining these events, we are continuing to build and market West Yellowstone as a winter family destination.

In previous years, we partnered with the Snowmobile Expo and associated businesses to cross-promote our events. That worked out as a good partnership and we plan to build on that again this coming year.

Our primary goal is to create awareness of ice fishing, Hebgen Lake, and West Yellowstone as a "new and exciting" ice destination location. However, in all materials distributed through shows, radio talk show interviews, news releases and interviews, **we will promote West Yellowstone as a base camp for all types of other winter activities, in addition to ice fishing. The variety of West Yellowstone winter activities and winter access to Yellowstone is a compelling combination that other ice fishing destinations cannot offer.**

• How does previous experience support your type of event or project as viable?

The first three West Yellowstone/Hebgen Lake Ice Fishing Tournaments were successful on many counts, as detailed in the final reports submitted to MAP. In addition, our recognition from ice fishing industry leaders both in Montana and nationally as a "premier event" that they want to be a part of is testimony to the success of this project.

• Has your organization received MAP funding in the past? If so, how many times and for what event(s) or project(s)? Have all vendors and expenses been paid associated with the event(s) or project(s)?

The event received \$3,750 from MAP in 2012 and 2013 and \$3,250 in 2014. All vendors and expenses have been paid by early May following each winter event.

• Can your event or project proceed without MAP funds?

Possibly, depending on the growth in our corporate support this year. However, as those corporations are considering their participation and support for this new event, they look to the commitment of the local community. Continued support from the Businesses of West Yellowstone persuades these national companies that this is a good community to work with as they decide how to build their presence in the Rocky Mountain West. In addition, we still need some community funding to promote this event and many of the sources for those funds are no longer available.

• How will you acknowledge the receipt of MAP funds as a funding source for your event or project?

We will include the "Businesses of West Yellowstone" support and logo on all event signage, website, advertising, promotional, and publicity efforts.

Section 6 Application Supporting Documentation

Project Budget

WY/Hebgen Lake Ice Fishing Festival & Tournament					
2014 Budget & Results/Preliminary 2015 Budget					
Revenues		2014 Actual	2015 Budget	2015 Actual Cash	2015 Actual In-Kind
Community Fund Grants		\$10,748	\$10,500		
Corporate Sponsorships		\$6,500	\$11,000		
Business Sponsorships		\$6,177	\$3,500		
Fundraising Donations		\$160	\$200		
Net Calculta		\$602	\$700		
In-Kind Donations & Time		\$21,482	\$23,000		
Total		\$45,669	\$48,900	\$0	\$0
Expenses					
NAIFC	2015 Fee	\$7,000	\$7,000		
Advertising/Promotion/Publicity		\$12,065	\$12,775		
Marketing & Impact Tracking		\$120	\$300		
Fishing Signage & Site Prep		\$1,400	\$1,500		
Snow Removal, Trash & Potties		\$988	\$1,050		
Rooms for NAIFC		\$900	\$900		
Room and Supplies for Product Fair		\$0	\$1,000		
Meals for Saturday Participants		\$2,335	\$3,000		
Meals & Supplies for Kids Seminar		\$500	\$500		
Postage, Printing, Supplies		\$1,246	\$1,250		
Committee Volunteer Time		\$14,784	\$13,500		
Volunteers for Event		\$990	\$2,900		
Fuel & Equipment for Event		\$1,445	\$2,280		
Insurance-NAIFC provided			\$0		
Fiscal Sponsor Fee		\$602	\$700		
Total		\$44,375	\$48,655	\$0	\$0
Starting Balance		\$2,550			
End of Period Balance		\$3,844			

Marketing

Marketing Segments	Description of Marketing/Advertising	Amount	Partner/ contributor
<i>Digital and Internet</i>	NAIFC Website Links	\$ 1,000.00	NAIFC/MAP
	e-blasts to subscriber lists from: specific ice fishing websites sporting goods retailers; our existing database of previous tournament participants and others who expressed interest but could not make it; previous Kids'N'Snow fishing camp participants; the TBID database monthly eblast; database of snowmobile and fishing clubs.	\$ 250.00	Event sponsors/ TBID
	Banner ads and links on specific ice fishing/winter fishing informational websites, ice fishing equipment sponsors, ice fishing/winter fishing forums/ blogs including: iceshanty.com (national focus), ice-fishing-central.com (Midwest focus), www.bigfishtackle.com (MT, ID, UT focus), icefishing247.com (national focus), Icemen.com (national), icefishingchat.com (regional), Bismanonline (ND & SD focus). Targeted Facebook advertising campaigns to specific activity likes in the following states: UT, ID, WY, MT, ND, SD, OR, WA, MN, WI, IA, MI	\$ 3,275.00	WY Chamber ACC/ TBID /MAP
	Blogs, forum updates, and social media posts and comments in various ice fishing, winter destination marketing, and tourism websites, forums, and social media websites. On-line postings in calendar of events regionally and nationally. Local event listings on calendars (WYCC and TBID).	\$0.00	Hours contributed by volunteers; working in conjunction with WYCC, TBID, and other websites and social media hosts.
	Updates to website information www.westyellowstoneicefishingtournament.com ; website content, photos, and linking. Maintenance costs.	\$300.00	MAP/ Sponsors
<i>Print Ads and Printed Materials Distribution</i>	Newsprint and/or banner ads in major newspapers in larger population cities in neighboring states including: Pocatello, Driggs, and Idaho Falls, ID; smaller regional draw areas including Ennis and Dillon, Townsend and Butte.	3000.00	WY Chamber ACC/ TBID/MAP
	Newsprint and/or banner ads in cooperative programs with retail sporting businesses (e.g., Shedhorn Sports)	\$ 250.00	Event sponsors
	Full page ad in the Fishing Tournament Magazine produced by Outdoors Weekly (releases November 1, 2014)	\$ 300.00	WY Chamber ACC
	11 X 17" color posters for distribution at local and regional sporting goods stores, lodging and power sports dealers	\$ 200.00	MAP

	Distribute information about our tournament at the Dakota Ice Institute, the Blaine Hardwater Show, the St Paul Ice Fishing show and the Milwaukee Ice Fishing show, and at a number of Montana ice fishing tournaments (Havre, Kalispell, Poulson), ice duels, and derbies.	\$150.00	MAP
<i>Television /Radio</i>	NAIFC Ice Man Destination & Event Film Coverage	\$ 2,500.00	NAIFC/ WY Chamber ACC
	Partner relationships with radio sports programs (Billings, MT; Kalispell, MT; and Salt Lake City, UT) for ads, on-air or on-site live interviews leading up to the event	\$400.00	MAP
<i>Media, PR, and publicity</i>	NAIFC Tradeshow & Industry Press Releases	\$ 700.00	NAIFC/ WY Chamber ACC
	Regional and local news releases, event listings, and media coverage	\$ 0.00	Marketing resources & Ice committee volunteers
<i>Print materials & signage</i>	NAIFC Collateral Marketing	\$ 300.00	NAIFC/MAP
	Signage for the event	\$ 150.00	MAP/Sponsors

\$12,775.00

Certification

Applicant Individual or Organization:

Event or Project Name:

On behalf of the individual or organization identified on this application, I understand that:

1. The submitted application meets the eligibility requirements for MAP funds.
2. MAP funds will not be awarded to this event or project without written notification of approval by MAPFAB and the town council.
3. MAP funded events or projects must comply with all federal, state and community licenses, permits, ordinances, laws and regulations.
4. To the best of my knowledge and belief the information in this application is true and correct and the governing body of the applicant has authorized the documentation.

Signature: *Carole Swanson* Name (printed): _____

Title: *Project Coordinator* Date: *9/29/14*

For Office Use Only

This application has been approved by MAPFAB Date: _____

This application has not been approved by MAPFAB Date: _____

Town of West Yellowstone
Marketing and Promotion Fund Advisory Board (MAPFAB)
Recommendation to Town Council for Award Approval

Event or Project Applicant: W. Yell./Hebgen Lake Ice Fishing Tournament Committee

Event or Project Name: W. Yell./Hebgen Lake Ice Fishing Festival and NAIFC Tournament

Date Submitted: 9.29.14

Date Approved by MAP Fund Advisory Board: 10.9.14

Requested Amount: \$3500

Approved Amount: \$3500

Exceptions: None

Comments: None

Recommendation submitted by: John M. Greve, MAPFAB Secretary

- This MAP Fund Award Recommendation is approved by the Town Council
- This MAP Fund Award Recommendation is not approved by the Town Council

_____ Date: _____

Comments:

Copy 1 – Town Clerk
Copy 2 – Town Council
Copy 3 – MAP Fund Advisory Board

**THE BUSINESSES OF WEST YELLOWSTONE
MARKETING AND PROMOTION (MAP) FUND
APPLICATION COVER PAGE**

Applicant Information

Applicant Individual or Organization: West Yellowstone/Hebgen Lake Ice Fishing Tournament Committee

Event or Project Contact Person: Pam Sveinson

Address: PO Box 621, West Yellowstone, MT 59758

Phone: 406-640-1198 *Email:* psveinson@kirkwoodresort.com

Application Submission Date: September 29, 2014

Event or Project Information

Event or Project Name: West Yellowstone/Hebgen Lake Ice Fishing Festival and NAIFC Tournament

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8-9:30 pm Calcutta, Holiday Inn Conference Center

Sunday, January 18

7am-1:05 pm NAIFC Tournament, Kirkwood Marina, Hebgen Lake

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Meals and Shopping at Various Businesses in Downtown West Yellowstone

2:30 pm NAIFC Weigh-in and Awards, Holiday Inn Conference Center, West Yellowstone

Section 3 Proposed budget

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 - Grants & Marketing Funds: \$9,000.00

The FY15 West Yellowstone Chamber Marketing Budget has received approval for a project to support this tournament and destination ice fishing in the amount of \$7,000 which will be used for a variety of advertising media including web advertising targeted to begin in September 2014.

The West Yellowstone TBID has awarded a marketing grant in the amount of \$2,350,000 that will be used for national and regional destination event advertising/promotions.

We are asking MAP to participate in funding \$3,500 for the following marketing components:

- **Working with NAIFC on regional and national news releases and collateral materials targeted to ice fishing enthusiasts including furnishing content, images, and costs to produce and distribute.**
- **Regional advertising and promotion in conjunction with the other marketing funds already awarded.** Banner ads and links on specific ice fishing/winter fishing informational websites, ice fishing equipment sponsors, ice fishing/winter fishing forums/ blogs including: iceshanty.com (national focus), ice-fishing-central.com (Midwest focus), www.bigfishtackle.com (MT, ID, UT focus), icefishing247.com (national focus), Icemen.com (national), icefishingchat.com (regional), Bismanonline (ND & SD focus). Targeted Facebook advertising campaigns to specific activity likes in the following states: UT, ID, WY, MT, ND, SD, OR, WA, MN, WI, IA, MI
- **Website updates and eblasts to existing subscriber bases working with the West Yellowstone TBID and Chamber. Print including posters and signage, flyers for distribution at Ice Fishing shows and events including the Dakota Ice Institute, the Blaine Hardwater Show, the St. Paul Ice Fishing Show, the NAIFC National Championship Tournament and the Milwaukee Ice fishing Show and at a number of Montana ice fishing tournaments, ice duels and derbies.**

Section 4 Publicity, Promotion, & Marketing

In our first three years of marketing, we realized great success from our various online advertising and participation in ice fishing blogs, which will be continued. Also, we are continuing to work closely with NAIFC on national and Midwest advertising and are planning to do the same with Clam Corporation and the Ice Team companies, with an emphasis on the Rocky Mountain West. In addition, "personality-based" promotion on radio and in-person will be leveraged again this year to generate publicity.

A marketing plan for this year includes both national NAIFC components and our own efforts. Please see Attachment #2 for more detail regarding this schedule.

Section 5 Application Review Criteria

- *What are the economic, cultural, social and/or aesthetic impacts and benefits of your event or project on visitors, residents, businesses, organizations or other*

interests in the community and surrounding area?

This event is establishing West Yellowstone as a new, prime location for winter fishing in the western United States building on its other diverse winter offerings for individuals and families. The timing—early winter—fills a void of other winter activities or events, bringing in ice fishing competitors, their families and friends as well as people interested in learning more about the sport at a time when West Yellowstone needs it. In addition, NAIFC studies show that many tournament participants visit the location 1-3 times in a year, besides the tournament weekend, to scout the lake. The best fishing seasons for Hebgen Lake are shoulder season months, when West Yellowstone also has a need to expand business.

This event has been designed to spread the activities among many local businesses not just a few. Obviously, the hotels and restaurants in West Yellowstone and Hebgen Lake benefit directly. In addition, the operators of entertainment/activity services are able to promote and generate business from this new source of visitors. (Snowmobiling topped the list of other activities fishermen reported they did while here for the event weekend, with x-country skiing, drinking/gambling and Kids'N'Snow also getting multiple mentions.) This additional economic activity during this slower time of year helps not only the business operators but also the employees who depend on regular work from these employers.

Ice Fishing is the fastest growing segment of the outdoor sports market thereby offering West Yellowstone a broad and growing competitor base to draw from and an even larger market segment to promote into. New teams with minimal equipment are competitive from the get-go. That ease of entry into tournament fishing is just one of the reasons NAIFC Qualifiers remain approachable for newcomers and have such wide appeal.

Below is a summary of the estimates for visitation and spending during this event:

Day Visitation

Kids Ice Camp families spend more time in town during the day than the tournament fishermen. Assuming \$20/person/day for 2 days for 250 people who come to town for the Kids Camp, the economic contribution for meals and beverages during the 2015 event would be approximately \$10,000. Add fuel for each of 90 visiting families at \$80 for an additional \$7,200.

The goal is for the Festival to bring additional **spectators and exhibitors/product reps** to town, who would spend much of their time during the 3-day event in town as well. Assuming this brings 100 additional visitors, mostly adults, for 2 days, at \$35/person/day the expenditures for meals and beverages would be \$7,000. Add \$2,400 in fuel for 30 vehicles bringing these visitors.

Assume **out of town tournament competitors** eat in West Yellowstone at least twice at \$25/meal which would be \$6,500. Add in \$80 in fuel for 60 out of town teams for an additional

\$4,800.

An increasing number of competitors are renting snowmobiles for at least 2 days while they are here. Add to that the Kids Camp families and **assume expenditures on snowmobiles, Park coach tours and/or other activities** at a total of 50 at \$80 each for \$4,000. (Snowmobiling topped the list of other activities fishermen reported they did while here for the event weekend, with x-country skiing, drinking/gambling and Kids'N'Snow also getting multiple mentions. To achieve these activity rentals and expenditures, the vendors will need to do advance promotion for their businesses as a part of the Festival weekend.)

With these assumptions and plans, the total in day visitation expenditures would be \$41,900.

Lodging

In 2014, approximately 65% of the teams and staff were not "local" and needed overnight accommodations. Our tracking shows competitors' length of stay varies from 1-4 nights, with an average stay of 2.2 nights. With 87 registered teams, this would yield approximately 140 room nights attributed to **tournament participants**. At a room rate of \$99/night, this would bring in \$13,860 for lodging from competitors.

If 90 families who attend the **Kids Ice Camp** stay overnight 2 nights, that would be another 180 room nights to total \$17,820 at \$99/night.

Assume the 100 new **spectators and exhibitors** need 30 rooms for 2 nights. At \$99/night, that would total \$5,940.

With these assumptions for lodging, the total room night expenditure would be \$37,520.

• How does your event or project reach potential visitors outside West Yellowstone?

As detailed in Section 4 above, we will reach potential visitors directly by continuing and deepening our participation in a variety of online advertising and ice fishing blogs, "personality-based" promotion on radio and in-person publicity, national and Midwest advertising and word-of-mouth promotion throughout the NAIFC circuit.

We are continuing our efforts working with interested businesses to promote bundled packages for lodging and activities, before and during the event weekend. In addition, we are urging more businesses to include information on their websites and calendars, as well as market their own specials or packages, as a few did in previous years. **An important note is that there is clear evidence from the results from our interviews with tournament participants that the businesses that promoted ice fishing events as a part of their own business promotions received the most benefit from the event.**

• How does your event or project complement or enhance existing events or projects?

The Ice Fishing Tournament will be held the same weekend as the Chamber's January Kids'N'Snow weekend. The Kid's Ice Camp will be incorporated into the program for the weekend. By combining these events, we are continuing to build and market West Yellowstone as a winter family destination.

In previous years, we partnered with the Snowmobile Expo and associated businesses to cross-promote our events. That worked out as a good partnership and we plan to build on that again this coming year.

Our primary goal is to create awareness of ice fishing, Hebgen Lake, and West Yellowstone as a "new and exciting" ice destination location. However, in all materials distributed through shows, radio talk show interviews, news releases and interviews, **we will promote West Yellowstone as a base camp for all types of other winter activities, in addition to ice fishing. The variety of West Yellowstone winter activities and winter access to Yellowstone is a compelling combination that other ice fishing destinations cannot offer.**

• How does previous experience support your type of event or project as viable?

The first three West Yellowstone/Hebgen Lake Ice Fishing Tournaments were successful on many counts, as detailed in the final reports submitted to MAP. In addition, our recognition from ice fishing industry leaders both in Montana and nationally as a "premier event" that they want to be a part of is testimony to the success of this project.

• Has your organization received MAP funding in the past? If so, how many times and for what event(s) or project(s)? Have all vendors and expenses been paid associated with the event(s) or project(s)?

The event received \$3,750 from MAP in 2012 and 2013 and \$3,250 in 2014. All vendors and expenses have been paid by early May following each winter event.

• Can your event or project proceed without MAP funds?

Possibly, depending on the growth in our corporate support this year. However, as those corporations are considering their participation and support for this new event, they look to the commitment of the local community. Continued support from the Businesses of West Yellowstone persuades these national companies that this is a good community to work with as they decide how to build their presence in the Rocky Mountain West. In addition, we still need some community funding to promote this event and many of the sources for those funds are no longer available.

• How will you acknowledge the receipt of MAP funds as a funding source for your event or project?

We will include the "Businesses of West Yellowstone" support and logo on all event signage, website, advertising, promotional, and publicity efforts.

Section 6 Application Supporting Documentation

Project Budget

WY/Hebgen Lake Ice Fishing Festival & Tournament					
2014 Budget & Results/Preliminary 2015 Budget					
Revenues		2014 Actual	2015 Budget	2015 Actual Cash	2015 Actual In-Kind
Community Fund Grants		\$10,748	\$10,500		
Corporate Sponsorships		\$6,500	\$11,000		
Business Sponsorships		\$6,177	\$3,500		
Fundraising Donations		\$160	\$200		
Net Calculata		\$602	\$700		
In-Kind Donations & Time		\$21,482	\$23,000		
Total		\$45,669	\$48,900	\$0	\$0
Expenses					
NAIFC	2015 Fee	\$7,000	\$7,000		
Advertising/Promotion/Publicity		\$12,065	\$12,775		
Marketing & Impact Tracking		\$120	\$300		
Fishing Signage & Site Prep		\$1,400	\$1,500		
Snow Removal,Trash & Potties		\$988	\$1,050		
Rooms for NAIFC		\$900	\$900		
Room and Supplies for Product Fair		\$0	\$1,000		
Meals for Saturday Participants		\$2,335	\$3,000		
Meals & Supplies for Kids Seminar		\$500	\$500		
Postage, Printing, Supplies		\$1,246	\$1,250		
Committee Volunteer Time		\$14,784	\$13,500		
Volunteers for Event		\$990	\$2,900		
Fuel & Equipment for Event		\$1,445	\$2,280		
Insurance-NAIFC provided			\$0		
Fiscal Sponsor Fee		\$602	\$700		
Total		\$44,375	\$48,655	\$0	\$0
Starting Balance		\$2,550			
End of Period Balance		\$3,844			

Marketing

Marketing Segments	Description of Marketing/Advertising	Amount	Partner/contributor
<i>Digital and Internet</i>	NAIFC Website Links	\$ 1,000.00	NAIFC/MAP
	e-blasts to subscriber lists from: specific ice fishing websites sporting goods retailers; our existing database of previous tournament participants and others who expressed interest but could not make it; previous Kids'N'Snow fishing camp participants; the TBID database monthly eblast; database of snowmobile and fishing clubs.	\$ 250.00	Event sponsors/ TBID
	Banner ads and links on specific ice fishing/winter fishing informational websites, ice fishing equipment sponsors, ice fishing/winter fishing forums/ blogs including: iceshanty.com (national focus), ice-fishing-central.com (Midwest focus), www.bigfishtackle.com (MT, ID, UT focus), icefishing247.com (national focus), Icemen.com (national), icefishingchat.com (regional), Bismanonline (ND & SD focus). Targeted Facebook advertising campaigns to specific activity likes in the following states: UT, ID, WY, MT, ND, SD, OR, WA, MN, WI, IA, MI	\$ 3,275.00	WY Chamber ACC/ TBID /MAP
	Blogs, forum updates, and social media posts and comments in various ice fishing, winter destination marketing, and tourism websites, forums, and social media websites. On-line postings in calendar of events regionally and nationally. Local event listings on calendars (WYCC and TBID).	\$0.00	Hours contributed by volunteers; working in conjunction with WYCC, TBID, and other websites and social media hosts.
	Updates to website information www.westyellowstoneicefishingtournament.com ; website content, photos, and linking. Maintenance costs.	\$300.00	MAP/ Sponsors
<i>Print Ads and Printed Materials Distribution</i>	Newsprint and/or banner ads in major newspapers in larger population cities in neighboring states including: Pocatello, Driggs, and Idaho Falls, ID; smaller regional draw areas including Ennis and Dillon, Townsend and Butte.	3000.00	WY Chamber ACC/ TBID/MAP
	Newsprint and/or banner ads in cooperative programs with retail sporting businesses (e.g., Shedhorn Sports)	\$ 250.00	Event sponsors
	Full page ad in the Fishing Tournament Magazine produced by Outdoors Weekly (releases November 1, 2014)	\$ 300.00	WY Chamber ACC
	11 X 17" color posters for distribution at local and regional sporting goods stores, lodging and power sports dealers	\$ 200.00	MAP

	Distribute information about our tournament at the Dakota Ice Institute, the Blaine Hardwater Show, the St Paul Ice Fishing show and the Milwaukee Ice Fishing show, and at a number of Montana ice fishing tournaments (Havre, Kalispell, Poulson), ice duels, and derbies.	\$150.00	MAP
<i>Television /Radio</i>	NAIFC Ice Man Destination & Event Film Coverage	\$ 2,500.00	NAIFC/ WY Chamber ACC
	Partner relationships with radio sports programs (Billings, MT; Kalispell, MT; and Salt Lake City, UT) for ads, on-air or on-site live interviews leading up to the event	\$400.00	MAP
<i>Media, PR, and publicity</i>	NAIFC Tradeshow & Industry Press Releases	\$ 700.00	NAIFC/ WY Chamber ACC
	Regional and local news releases, event listings, and media coverage	\$ 0.00	Marketing resources & Ice committee volunteers
<i>Print materials & signage</i>	NAIFC Collateral Marketing	\$ 300.00	NAIFC/MAP
	Signage for the event	\$ 150.00	MAP/Sponsors

\$12,775.00

Certification

Applicant Individual or Organization:

Event or Project Name:

On behalf of the individual or organization identified on this application, I understand that:

1. The submitted application meets the eligibility requirements for MAP funds.
2. MAP funds will not be awarded to this event or project without written notification of approval by MAPFAB and the town council.
3. MAP funded events or projects must comply with all federal, state and community licenses, permits, ordinances, laws and regulations.
4. To the best of my knowledge and belief the information in this application is true and correct and the governing body of the applicant has authorized the documentation.

Signature: *Amela Swensson* Name (printed): _____

Title: *Project Coordinator* Date: *9/29/14*

For Office Use Only

This application has been approved by MAPFAB Date: _____

This application has not been approved by MAPFAB Date: _____

Town of West Yellowstone
Marketing and Promotion Fund Advisory Board (MAPFAB)
Recommendation to Town Council for Award Approval

Event or Project Applicant: Katrina Mann/ Wild Bill Productions

Event or Project Name: Wild Bill Days

Date Submitted: 9.15.14

Date Approved by MAP Fund Advisory Board: 10.9.14

Requested Amount: \$30,000

Approved Amount: \$12,500

Comments: Applicant's budget did not state for what expenses the \$30,000 was requested. MAP Fund Board approved only the budget expenses listed that met criteria for approval- \$2500 printing expense and \$10,000 advertising expense.

If application is approved by Town Council, applicant will be required to provide a detailed list of accounts for printing and advertising expenses to MAPFAB member responsible for overseeing event.

Recommendation submitted by: John M. Greve, MAPFAB Secretary

- This MAP Fund Award Recommendation is approved by the Town Council
- This MAP Fund Award Recommendation is not approved by the Town Council

_____ Date: _____

Comments:

Copy 1 – Town Clerk
Copy 2 – Town Council
Copy 3 – MAP Fund Advisory Board

MARKETING AND PROMOTION (MAP) FUND APPLICATION COVER PAGE

Applicant Information

Applicant Individual or Organization: Katrina Mann / Wild Bill Days "Concert"

Event or Project Contact Person: Katrina Mann

Address: P.O. Box 2092, W.Y. MT 59758

Phone: 640-0225

Fax:

Email: kmann@hibernationstation.com

Application Submission Date: 9.15.14

Event or Project Information

Event or Project Name: "Wild Bill Days"

Location of Event or Project: West Yellowstone "Location still being determined"

Date(s) of Event or Project: 3.13-3.14.15

Estimated Total Event or Project Cost: \$138,000.00

MAP Fund Amount Requested: \$30,000.00

MARKETING AND PROMOTIONS (MAP) FUND

APPLICATION

Section 1- Proposed Event or Project Summary

- "Wild Bill Days!" Bringing Concerts and entertainment to West Yellowstone. Our goal is to create more business during our winter months, to become "The Sturgis on Snow" This annual event will start the first year with a two night concert, Snowmobile Poker Run, Snowmobile Rodeo and an Air show! Our goal is to hold our first event March of 2015! Our belief is with new exciting entertainment it in itself will give people a reason to come!

Section 2- Proposed Timeline

Planning and setting up of event has started and will need to be done with full force in order to have the Event held this March. Bands need to be booked by the Middle of November @ the latest.

Stage and Sound contracts made and completed by the end of the year.

Start marketing campaigns no later than Jan 1st preferably in December.

Start ticketing sales online or specific locations starting Jan 1st.

Event set up will start Monday prior to the event, with snow removal/setting up of stage equipment, fencing etc.

- Schedule Of Events:
- **Friday 10am Poker Run Registration**
- **12pm Poker Run Starts**
- **4pm Completion of Poker Run**
- **7pm-9ish Concerts**
- **Saturday**
- **Snowmobile rodeo 12-2p**
- **Air show 4pm**
- **7pm Concerts**

Section 3-Proposed Budget

- **See Attached Bugdet**

Section 4- Publicity, Promotion, Marketing

- Marketing & Promotions will be done through Posters, Fliers, Social Media, TV spots & Radio

Section 5- Application Review Criteria

- Our event will, increase winter business for all business owners in West Yellowstone. With the increase number of people coming for the event they will fill rooms, eat out, enjoy the night life etc. This will also benefit the locals in a few different ways, give them something to do as well as produce more work for those who may not have had the hours due to being slow. This will also give visitors a reason to return to West Yellowstone year after year. It's something that is not done and that alone excites people.
- We will measure the success of our event by the number of ticket sales to the event itself.
- No this is a new Event we have never received funding from MAP
- We can proceed without MAP funds however it will make it more difficult to proceed as this event will be held with the help of funds such as MAP and sponsors.
- If funding is approved for our event acknowledgement will be made through our sources of advertisement "thanking the Local Businesses of West Yellowstone"

Section 6- Application Supporting Documentation

- This event is only in the beginning stages we don't have any supporting documentation @ this point as one of the first steps in this process is to acquire what funding may be available.

In closing we would like the MAP fund to be aware what we are requesting in funds will come back to the town with the increase of business this event brings, especially year after year as it becomes more successful,

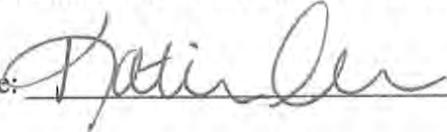
Certification

Applicant Individual or Organization:

Event or Project Name:

On behalf of the individual or organization identified on this application, I understand that:

1. The submitted application meets the eligibility requirements for MAP funds.
2. MAP funds will not be awarded to this event or project without written notification of approval by MAPFAB and the town council.
3. MAP funded events or projects must comply with all federal, state and community licenses, permits, ordinances, laws and regulations.
4. To the best of my knowledge and belief the information in this application is true and correct and the governing body of the applicant has authorized the documentation.

Signature:  Name (printed): Katrina Mann

Title: _____ Date: 9.15.14

For Office Use Only

This application has been approved by MAPFAB Date: _____

This application has not been approved by MAPFAB Date: _____

Wild Bill Days

INCOME	<u>RODEO</u>	<u>CONCERTS</u>	<u>SPONSORS</u>	<u>TOTAL INCOME</u>
CONTRIBUTIONS			15000	15000
ENTRY FEES	900			900
ADMISSIONS	500	110000		110500
SALE OF FOOD	100	500		600
		TOTAL INCOME		127000

EXPENSES	<u>RODEO</u>	<u>CONCERTS</u>
SNOW REMOVAL		3500
BANDS/Travel		70000
STAGE & SOUND		16000
Heat		7500
INSURANCE		14000
PRINTING COST		2500
ADVERTISING		10000
POWER		5000
Total Expense FENCING		1500
		130000

Resolution #2014-1

GENERAL PRINCIPLES

BACKGROUND

Local governments provide the services and facilities that are the foundation of the Montana economy. Our cities and towns are among the best places in the country to live and work, raise a family and operate a business. The League of Cities and Towns is committed to preserving and promoting these qualities.

ACTION

For the 2015 Legislative Session, the League will stand by the following principles of fair, affordable and effective local government:

1. Protection of current state transfer payments and the promotion of new sources of revenue to fund essential local services.
2. Diversification of the local government finance structure, particularly laws allowing cities, towns, counties and consolidated governments to develop alternatives to property tax mill levies.
3. Maintenance of state grant, loan and investment programs to fund capital improvements and enhance the value of local tax dollars.
4. Adherence to the intent as well as the letter of federal and state laws and policies that prohibit unfunded mandates.
5. Effective planning and development policies that discourage sprawl and promote the more efficient delivery of water, sewer, transportation and other local services.
6. Opposition to all measures that limit or diminish municipal authority in contradiction of the Local Government Article of the 1972 Montana Constitution.
7. Recognition of the contribution of cities and towns to the history and culture of our state and a better understanding of the fact that all public policy should begin and end with those special places a majority of Montanans call home.

Resolution #2014-2

ENTITLEMENT SHARE PROGRAM

BACKGROUND

Section 15-1-121, MCA, contains the formula for calculating the annual growth factor that is applied to Entitlement Share Payments. The Legislative changes in 2011 based the growth factor on the collection of gambling, motor vehicle, beer, liquor and financial institutions tax revenues over the most recent three-year period. It also includes a factor for personal and corporate income tax collections.

During the 2013 Session, the Legislature amended 15-1-121, MCA, to provide that entitlement payments are intended to provide a secure and predictable stream of revenue with a growth adjustment tied to state collections, with a floor of zero. For Fiscal Year 2014, the growth factor on the Entitlement Share Payment Program was 3.5%, which added \$2.15 million to cities and towns.

ACTION

The League will monitor the Entitlement Share Payments program to ensure its continuation and application of growth factor adjustments.

Resolution #2014-3

REMOVING CAP ON INCREASES IN MILL LEVY

BACKGROUND

Cities and towns are only authorized to impose a mill levy that is sufficient to generate the amount of property taxes actually assessed in the prior year plus one-half of the average rate of inflation for the prior 3 years. Cities and towns cannot financially survive this limitation on the mill levy to one-half of a rolling 3 year average of the rate of inflation. Expenses incurred by cities and towns are not limited to any similar cap.

ACTION

The League will sponsor legislation to remove the restrictions on the cities' and towns' mill levy authority currently imposed under Title 15, chapter 10, part 4, MCA,.

Cap since ILOS, '86 or so

Resolution #2014-4

SAFETY INSPECTIONS

BACKGROUND

Many of the apartments and rooms that are rented to the public, particularly in college towns, do not meet basic safety standards or building codes.

ACTION

MLCT will support legislation recommended by the City of Missoula to allow municipal governments to regulate rentals in private residences offered for public rental for safety compliance.

Resolution #2014-5

LAND USE AND ENVIRONMENTAL REGULATION

BACKGROUND

Cities and towns have worked many years to protect Montana's land and water resources through wise community development policies that emphasize centralized water and wastewater systems, efficient delivery of services to concentrated populations and compliance with fair and affordable environmental standards. Now, most new development in Montana is sprawling beyond municipal boundaries, threatening our legacy of open space and clean water. Municipalities are dedicated to working with state and federal agencies to establish growth and land use policies that recognize property rights while preserving the natural assets of Montana.

ACTION

MLCT will support bills to:

1. Encourage the use of community water and wastewater systems to protect environmental quality and assure that cities and towns are not obligated for a disproportionate share of the cost of complying with Numeric Nutrient Standards and other regulations.
2. Promote alternative energy development and conservation through grants, loans, and technical assistance and education programs.
3. Allow cities and towns authority under the energy and building codes to promote conservation.
- * 4. Expand authority of cities and towns to use tax increment districts for opportunities as part of an effective economic development strategy. ^{and tax abatements}

MLCT will oppose bills to:

1. Restrict the annexation, zoning, planning and subdivision review authority of cities and towns or in any other way interfere with established community development practices.
2. Restrict the use of Special Districts but will consider measures to simplify protest procedures for property owners.
3. Limit the effectiveness of the options under the tax increment district statutes.

Resolution #2014-6

**EASTERN MONTANA IMPACT PROJECT
LOCAL GOVERNMENT INFRASTRUCTURE GRANT PROGRAM**

BACKGROUND

Eastern Montana is experiencing significant growth impacts related to infrastructure and public safety as a result of rapid population growth resulting from the resurgence of the oil and gas industry in Eastern Montana. Most Montanans welcome the economic opportunities connected to this development, but Eastern Montana does not have the resources and support necessary to proactively plan for and address the infrastructure and public safety needs of the growing population.

Governor Bullock recently made changes to the State Revolving Loan Fund (SRF) loan programs which significantly reduced interest rates charged by the program and thereby provided immediate savings to the water and sewer ratepayers of communities taking advantage of the SRF loan programs.

Governor Bullock has proposed the Eastern Montana Impact Project Local Government Infrastructure Grant Program, which includes \$45 million to help meet the need for local water, wastewater, and public safety infrastructure to serve the growing population. Historically low interest rates will allow the state to use its sterling bond rating to provide cash to fund these long-term infrastructure projects. The \$45 million Eastern Montana Impact Project Local Governmental Infrastructure Grant Program will provide Eastern Montana with additional resources and support to help plan and address the infrastructure and public safety needs of the growing population

ACTION

MLCT will:

Support and promote Governor Bullock's \$45 million Eastern Montana Impact Project Local Governmental Infrastructure Grant Program, including up to \$4.5 million for public safety infrastructure, and calls upon the 64th Montana Legislature to authorize \$45 million in state bonding authority to fund the Program.

Resolution #2014-7

**STATE FUNDING FOR DEPLOYMENT OF ALL-HAZARD INCIDENT
MANAGEMENT ASSISTANCE TEAM**

BACKGROUND

Currently when an incident response results from activation of the state disaster and emergency plan, the Governor may by executive order use appropriated state money only for the incident response costs of the state and may not use any of it to reimburse local government or tribal government for incident response costs.

The Montana State Fire Chiefs Association has been working to expand the incident management capabilities of Montana at the local level. In order to better fund local involvement in the costs of incident responses, they are proposing that the Governor's executive order would allow for incident response costs incurred by an all-hazard incident management assistance team response, as governed in Title 10, chapter 3, part 12, MCA. The current provision that prohibits reimbursement of local government or tribal government would be removed.

ACTION

MLCT will support broadening the Governor's authority to reimburse local government for its costs incurred by an all-hazard incident management assistance team.

Resolution #2014-8

LOCAL IMPACT FEE

BACKGROUND

Some cities and towns experience sudden growth due to causes such as explosive natural resource development. This rapid, unforeseen growth challenges these cities and towns to meet the need for increased municipal services. Many times these impacts are unpredictable and the impacted municipalities cannot immediately afford the increased costs to enlarge their infrastructure and for expanding municipal services. This growth eventually generates increased property tax revenue but it is not immediate and impacted municipalities need a quicker revenue source. A local impact fee would fill that need for more readily available extra revenue. In the 63rd Legislature (2013 Session), House Bill No. 452 proposed a reasonable process allowing a local government the option to establish a local impact fee that could be imposed on overnight lodging facilities and campgrounds.

ACTION

MLCT will support a locally created and imposed impact fee.

Resolution #2014-9

IMPACT TAX FOR ALL CITIES AND TOWNS

BACKGROUND

The Resort Tax, Title 7, chapter 6, part 15, MCA, has been an economic blessing for those resort areas that qualify under the limited definitions. The reality is all cities and towns would equally benefit from having a similar type of local sales tax on defined goods and services. Many cities and towns are being burdened with impacts from growth and economic development.

Municipalities, especially those with robust tourist industry or those impacted by natural resource development, need the option to have an additional revenue source that targets the activity causing the impact. A local impact tax, imposed optionally by local government, would meet this need and ease the burden on local property taxpayers. A local impact tax could easily be based upon the models of the Resort Tax and the state sales tax (Title 15, chapter 68, part 1, MCA) on accommodations and rental cars.

ACTION

MLCT will sponsor creation of a local impact tax option that is available to all municipalities.

Resolution #2014-10

LOCAL MOTOR FUEL TAX

BACKGROUND

This 1979 law allows voters of a county to authorize an excise tax of up to two cents per gallon on the retail sale of gasoline. This additional money would help cities and towns improve, expand and maintain their street systems. Cities and towns cannot get this additional excise tax money unless a majority of the voters in the entire county approves it. Cities and towns need the ability to present this issue solely to their individual electorate and not be at the mercy of the county voters not living within the corporate limits of the city or town.

ACTION

MLCT will support allowing cities and towns the authority upon approval of their respective electorates to impose an excise tax upon the retail sale of gasoline occurring within the corporate limits and having those funds available to use for purposes allowed by other gas tax proceeds.

Resolution #2014-11

PUBLIC INFORMATION AND RECORDS RETENTION

BACKGROUND

HJR 2 (2013) established an interim committee to create and recommend a comprehensive public records bill. The intent was to reorganize the current laws dealing with public records maintenance, retention and public release. It was not intended to change current policy on making public records available for public inspection and copying. Unfortunately, the early drafts of this proposed bill may place an added burden on city and town staff in responding to requests for release of public information. MLCT was represented at one of the committee hearings and expressed concern that the draft seemed to require public agencies to do research on public information requests rather than simply making public records available for inspection and copying. The committee acknowledged concern about this unintended possibility. The reorganization of public records laws is admirable but it should not add an unnecessary burden and cost to cities and towns in responding to public information requests.

ACTION

MLCT will monitor the reorganization of laws dealing with maintenance and retention of public records and local government's duties on requests for public information.

Resolution #2014-12

MS4 AND STORMWATER QUALITY

BACKGROUND

More cities in Montana are being classified as Municipal Separate Storm Sewer ("MS4") cities for purposes of stormwater regulations under EPA and MTDEQ. Under the federal law, MS4 cities are required to use best management practices to reduce pollution from stormwater runoff. MTDEQ is responsible for issuing general permits to the MS4 cities. In past years MTDEQ was more aggressive than the EPA BMP standards and required additional burdens such as monitoring and sampling of water quality in stormwater runoff. Though this initially only affected the larger Montana cities, the history of the MS4 designation has been to reach down into lower populated cities. Originally in 1990, only cities with populations over 100,000 were affected. By 1999, it potentially affected municipalities with 1,000 people or more. The MLCT and affected cities agree with protecting water quality and using BMPs for stormwater. What we do not agree with is having to do sampling and monitoring that is of no benefit. Sampling for the sake of sampling.

The concern is that MTDEQ may interpret "state waters" (75-5-104(34), MCA) to include stormwater retention and detention ponds, which are the BMP's means for trapping pollutants before reaching bona fide state waters. This interpretation would require retention and detention ponds, constructed as BMPs for stormwater, to have water quality compliance similar to lakes and rivers.

Such an interpretation has resulted in difficulties conducting water main flushing, fire hydrant testing, water main repair and maintenance (non-stormwater discharges). That interpretation combined with the first 1/2" treatment requirement in the current discharge permit has also raised questions about whether it is permissible for stormwater leaving a site to enter the MS4 at all, and thus detention or retention ponds and basins, before the first 1/2" of water is treated.

MTDEQ has established working groups with the MS4 cities to reach a mutually satisfactory resolution on these issues. This process is still on-going and will take more time and work to resolve the differences.

ACTION

MLCT extends its appreciation to MTDEQ for its efforts having a working group to work toward resolution of BMP requirements for mitigation for stormwater quality. The MLCT will consult with and work with DEQ if legislative changes may be needed for effective implementation of BMPs in a cost-effective and reasonable manner. The MLCT will monitor legislation dealing with stormwater quality and MS4 regulations.

Resolution #2014-13

FUNDING FIREFIGHTERS' PENSION FUND

BACKGROUND

Under 19-18-503, MCA, cities and towns are required to soundly fund disability and pension funds for firefighters. The fund is deemed soundly funded if either the assets in the fund are at least 0.21% of total assessed value of taxable property, or at a value determined by an actuarial valuation. The cities and towns are allowed to levy an annual tax to keep the fund soundly funded under 19-18-504, MCA; however, that special tax levy is restricted by the mill caps in 15-10-420, MCA, of $\frac{1}{2}$ of the average rate of inflation for the prior 3 years. This minor increase in the tax levy may fall far short of allowing the fund to be soundly maintained.

ACTION

MLCT will support legislation that allows cities and towns to levy the amount necessary to fully fund the disability and pension fund for firefighters and remove the mill levy cap.

Resolution #2014-14

PARK DEDICATION

BACKGROUND

When a developer proposes a residential subdivision, the developer as part of the approval of that subdivision is required to dedicate either a percentage of the land for parkland or a cash-in-lieu payment that is equal to the fair market value of the unsubdivided, unimproved land. (76-3-621, MCA). The cash-in-lieu payment is restricted to use for acquiring or improving other neighboring parks that could serve the subdivision.

Using the undeveloped, unimproved land value for determining the cash-in-lieu is usually insufficient to make substantial improvements in neighboring parks that would serve the newly created subdivision

ACTION

The League will monitor legislation to change the formula for determining “fair market value” for cash-in-lieu payments to closer reflect the value of the post-subdivision, improved tracts.

Resolution #2014-15

MUNICIPAL BROADBAND

BACKGROUND

Affordable broadband access is important for creating high-paying jobs in cities and providing internet access for educational institutions. Broadband connectivity, however, is only available at high prices, when available at all. A public broadband infrastructure investment would stimulate private sector service delivery.

ACTION

The League will support legislation to allow public-private partnerships to develop broadband infrastructure for development of affordable broadband access.

Resolution #2014-16

GOVERNOR'S MENTAL HEALTH PROPOSAL

BACKGROUND

The Governor is proposing a plan to address critical issues in the state's ability to provide mental health services to individuals with severe and disabling mental illness. The proposal creates a funding and programmatic framework for strengthening services. The specific items in the proposal span the continuum of care from community based health promotion, prevention, out-patient services, crisis intervention, and acute care services, to measures that support ultimate stability in the community.

There are four distinct program components in the proposed framework:

- Expanded Community Mental Health Services.
- Behavioral Health Inpatient Facility site planning.
- Forensic Unit D Wing Improvements at the Montana State Hospital.
- Dementia Treatment Unit at the Montana Mental Health Nursing Care Center.

ACTION

The League will support legislation to develop and implement the proposal to provide mental health services to individuals with severe and disabling mental illness. The League also supports prevention and early intervention efforts by supporting children's mental health and crisis diversion.

Resolution #2014-17

BUILDING CODES

BACKGROUND

The Building Codes Division of the Montana Department of Labor approves the building codes for residential buildings that cities may adopt if the cities want to enforce and inspect construction of residential properties. (50-60-301(2), MCA) The Building Codes Division does not inspect or enforce building codes on structures with less than four living units.

Currently the cities may not adopt a more stringent standard under the residential code. Some cities with the fire hazards from wildland-urban interface areas want to prohibit certain building materials, such as wood shakes, because of their higher flammability. The Building Codes Division takes the position that types of building materials is under its exclusive jurisdiction and that cities cannot ban the use of materials that are more inflammable.

ACTION

The League will support legislation to allow cities to adopt more stringent building standards under its enactment and enforcement of the residential building codes.

Resolution #2014-18

COMPENSATION FOR RETIREMENT

BACKGROUND

The public employee retirement system has suffered in the past from not being actuarially sound. Some public employee bargaining groups want to include factors such as overtime, insurance premium payments and other special benefits as part of the "total compensation" used in determining retirement benefits upon retirement. Adding these other types of economic benefits as compensation for retirement purposes increases the cost to the public employer for paying the employer portion of the retirement withholding.

Additionally, adding new peripheral benefit amounts to total compensation puts a strain on the public retirement system since the more recent retirees will not have contributed toward the higher benefit for most of their careers.

ACTION

The League will oppose legislation adding employee benefits and overtime as part of the compensation for purposes of determining retirement benefits.

Proposed by Police

Resolution #2014-19

COMMUNITY DECAY FUNDING

BACKGROUND

In an effort to make a community safe and visually pleasing, cities and towns must eradicate blight from old, uninhabitable buildings and remove junk and abandoned vehicles. These actions cost money that the cities and towns do not have. The cities and towns must rely on constrained general fund money to take necessary abatement actions, which is often not there. The cities and towns need the authority to raise additional money beyond the property tax to eradicate blight.

Sometimes the cities and towns can go against the property owner for the cost of removal of the blight but the city or town must first pay for removal of the blight. Having the initial seed money for a revolving fund to remove blight would be a good first step.

ACTION

The League will monitor legislation to give cities and towns additional authority to raise money for eradicating blight from vacant, unusable structures, junk and abandoned vehicles and weed removal.

Local control

Resolution #2014-20

PUBLIC WORKS CONTRACTS

BACKGROUND

Currently the standard prevailing rate of wages is required in public contracts for construction and nonconstruction services when the total cost of the contract is more than \$25,000. (18-2-401, MCA) Competitive bidding is not required on municipal contracts unless the amount is in excess of \$80,000. Smaller contracts that do not require competitive bidding still require prevailing wages.

ACTION

The League will support legislation to increase the threshold for application of prevailing rate of wages to public construction and nonconstruction contracts to \$80,000.

Collective Bargaining

Resolution #2014-21

PROHIBIT DRIVING WHILE USING HANDHELD CELLPHONE

BACKGROUND

A substantial number of cities have passed ordinances prohibiting driving while using a handheld electronic device. This was done because using handheld devices such as cellphones while driving distracts the driver from being fully attentive to driving. Though these ordinance are consistent in concept, there are differences in the details that makes enforcement varied between cities. Having a uniform statewide ban would give motorists one standard to follow rather than many variations between cities with an ordinance and the rest of state that is not regulated.

ACTION

The League will monitor legislation to establish a statewide prohibition against driving while using a handheld electronic device, including cellphones.

Resolution #2014-22

EXPANDING USE OF TSEP FUNDS FOR ALL QUIET ZONES

BACKGROUND

Currently TSEP funds may be used by a city or town to create quiet zones along railroad routes used by coal hauling trains. Primarily the trains hauling coal are on the southern route, but actually there is more overall train traffic on the northern route. Train noise is train noise and the type of cargo being hauled has nothing to do with the noise of train whistles at train crossings.

ACTION

The League will support legislation to expand use of TSEP funds for establishing quiet zones to any railroad crossing regardless of type of freight.

Resolution #2014-23

ALLOWING PUBLIC DISCLOSURE OF RTC'S

BACKGROUND

Realty Transfer Certificates, which are documents required to be filed when recording deeds, contain sales information needed by the Montana Department of Revenue for appraisal purposes. These are considered confidential information and are not presently releasable to the public.

ACTION

The League will monitor legislation allowing public disclosure of sales information on Realty Transfer Certificates.

Resolution #2014-24

LOCAL GOVERNMENT STUDY COMMISSION ELECTIONS

BACKGROUND

Every ten years the cities and towns call for an election on the question of conducting a local government review. (7-3-173, MCA) If the electorate of a city or town approves conducting a review, then the city or town has an election for study commission members. At times the electorate will vote for a review but no one files for election to be on the study commission. That requires the city or town to conduct an election with a blank ballot for write-ins. This is a fairly expensive and burdensome election process. A better option to conducting an election with no candidates is to allow the governing body to appoint the commission members.

ACTION

The League will sponsor legislation to allow the governing body to forego conducting an election when there are no study commission candidates and to appoint the commission members.

Resolution #2014-25

ACCUMULATION OF BUILDING CODE FEE COLLECTIONS

BACKGROUND

For cities who are certified to enforce the state building codes, the cities are allowed to charge for plan approval and inspections. The fees charged, however, cannot accumulate for an amount needed to enforce the codes for twelve months. (50-60-106, MCA) With the cyclical nature of development, in some years a twelve month accumulation is insufficient to fund the costs of an enforcement program. A twenty-four month reserve would be a better cushion to weather the peaks and valleys.

Some cities with certified building code enforcement programs are required by the Montana Department of Labor to have the building code fee collection fund audited separately rather than as part of the city's annual audit. (ARM 24.301.208 and 2-7-503, MCA). This results in the building code fee fund being audited twice.

ACTION

The League will sponsor legislation to allow cities certified to enforce the building codes to accumulate fees and charges needed to enforce building codes for twenty-four months and to clarify that any audit of the building code fee collection fund may be part of the city's annual audit.

Now, can only keep 1 yr. in reserves, this allows 2.

Resolution #2014-26

IMPACT FEES

BACKGROUND

For cities and towns with impact fees, the fees must be recalculated every two (2) years. This period is too short for recalculation, especially since the fees cover a five year period. (7-6-1602, MCA)

Also, the impact fee advisory committee is required to have a certified public accountant as a member. It is difficult and in many cases impossible to find a certified public accountant willing to serve as a volunteer on that committee. (7-6-1604, MCA)

ACTION

The League will support legislation to extend the impact fee recalculation to a longer period and remove the requirement that the advisory committee has a certified public accountant as a member.

Resolution #2014-27

STATEWIDE AUTHORITY FOR PEACE OFFICERS

BACKGROUND

The Montana Police Protective Association is contemplating having legislation presented at the 2014 Session that would give Montana certified peace officers the authority to perform law enforcement duties beyond the limits of the officer's normal jurisdiction in defined situations. The extended authority would give a peace officer statewide authority to enforce laws, make arrests and assist peace officers of another jurisdiction, among others. In this time of public fear over terrorism, this proposal for having expanded law enforcement has an appeal. However, this expanded authority raises concerns over liability exposure to the jurisdiction who employs the officer, workers compensation issues if the officer is injured, and whether the officer is entitled to compensation and if so from whom.

ACTION

The League will ^{oppose} ~~monitor~~ legislation to authorize a peace officer to exercise police duties beyond the limits of the officer's normal jurisdiction.

Resolution #2014-28

EXPANDED OPITONS FOR FIRE DEPARTMENT

BACKGROUND

Third-class cities and towns may provide fire protection through either use of volunteer fire fighters, contract for fire protection services, or consolidation of its fire department with another fire protection provider. (7-33-4101, MCA). When a third-class city's population is greater than 5000 people, the city can continue to be a third-class city so long as its population is under 7,500. (7-1-2112, MCA) Cities that have elected to continue as third-class cities may provide fire protection through contracts for services or as part of a fire district. These low-cost options are not available when the city becomes a second-class city. Second-class cities must provide fire service with a paid department even though it may be augmented with volunteers. The cost difference between contracted and paid department is significant and growing third-class cities cannot afford this substantial and sudden increase in costs of maintaining a paid fire department. This is especially onerous on the general budget that is funded by property tax revenue which are capped. HB 231 in 2011 Session would have allowed all cities, regardless of size, additional options in providing fire protection such as consolidating with fire district, using volunteers or contracting for fire service.

ACTION

second class

The League will support legislation to allow ^{second class} cities the expanded option to provide fire service through contracted fire protection services, a paid department, a volunteer department or combination of paid and volunteer, or consolidation with another fire protection provider.

FREE MUNICIPAL REGIONAL TRAINING

MSU Extension Local Government Center (LGC) and the **The Montana Municipal Interlocal Authority (MMIA)** are partnering to bring ***FREE* municipal training to your region.** Come ready to discuss with your colleagues interesting scenarios that will give you greater insight in to municipal management and governance.

The training will be held **9:00 am – 4:00 pm.** There will be a Q & A session and time to network with your peers. Lunch will be provided and brought onsite for your convenience.

City	Date	Location	Address	Register By
Helena	10/23/14	Rocky Mountain Emergency Services Training Center	3425 Skyway Dr Helena, Mt 59602	10/16/14
Ennis	10/24/14	Fire Department Meeting Room	5037 US Hwy 287 N (1 miles north of Ennis) Ennis, MT 59729	10/17/14
Lewistown	10/28/14	Fire Hall	305 W Watkins St. Ste 3 Lewistown, MT 59457	10/21/14
Glasgow	10/29/14	VFW	1222 US Hwy 2 Glasgow, MT 59230	10/22/14
Glendive	10/30/14	Training Room City Hall	300 S. Merrill Glendive, MT 59330	10/23/14
Billings	10/31/14	Library	510 N. Broadway Billings, MT 95101	10/24/14
Butte	11/12/14	Emma Park Neighborhood Center	300 S Colorado St Butte, MT 59701	11/05/14
Kalispell	11/19/14	Council Chambers	201 1st Ave E Kalispell, MT 59901	11/12/14
Missoula	11/20/14	Council Chambers	140 W Pine St Missoula, MT 59802	11/13/14
Great Falls	12/11/14	Gibson Room at Mansfield Event Center	2 Park Dr S Great Falls, MT 59401	12/04/14

Register online at <https://www.surveymonkey.com/s/2014MuniRegionalTrainingRegistration>
or call Ashley Kent at the LGC (406) 994-6694.

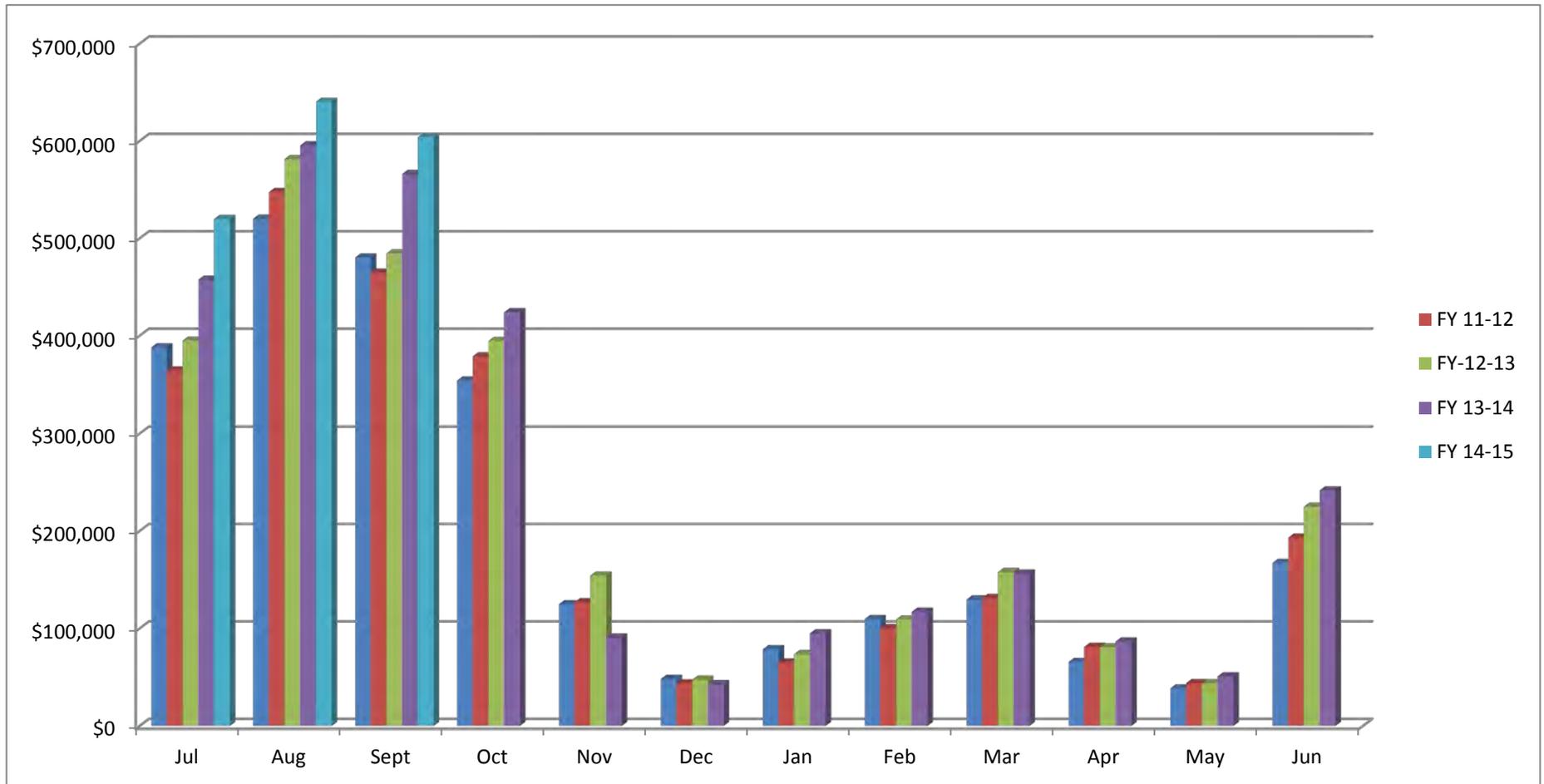
Have questions or need more information?

Contact Ashley Kent at the LGC (406) 994-6694 or Laura Wigen at MMIA (800) 635-3089



Resort Tax Collections for the Town of West Yellowstone Fiscal Years 2010-2014, Collections by Month

	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total	FY % Change *
FY 10-11	\$388,032	\$520,203	\$480,276	\$353,840	\$124,853	\$48,255	\$78,543	\$109,680	\$129,678	\$65,566	\$38,601	\$167,264	\$2,504,791	11.05 %
FY 11-12	\$364,177	\$547,432	\$464,713	\$378,814	\$126,943	\$43,533	\$65,044	\$100,392	\$131,325	\$81,073	\$43,883	\$193,092	\$2,540,421	1.42 %
FY 12-13	\$394,959	\$581,421	\$484,531	\$394,594	\$154,195	\$47,401	\$73,622	\$109,121	\$157,783	\$80,524	\$43,624	\$224,910	\$2,746,685	8.12 %
FY 13-14	\$457,499	\$595,418	\$566,122	\$424,003	\$90,485	\$42,632	\$94,876	\$116,989	\$156,166	\$86,494	\$50,784	\$241,594	\$2,923,062	6.42 %
FY 14-15	\$519,795	\$640,248	\$603,895											8.95 %



Figures represent resort tax revenue in the month it was collected by the Town, but was typically generated in the previous month. It may also include penalties and late payments. Effective June 2007, the Town is collecting an additional 2.5% of the tax for the Marketing and Promotions Fund.

* FY Change % represents the increase or decrease in collections as compared to the same time period of the previous fiscal year

Town of West Yellowstone
MAP Fund Advisory Board Meeting Minutes
7/10/14 at 12pm at the Povah Center

In attendance: John, Barb, Kay, Marysue, Kim (12:35)

Also present: Charlotte for Yell. Sled Dog Races; Moira and Kelli for WYSEF

Agenda:

1. Public Comment
2. Approve 5/18/14 Meeting Minutes
3. Review Financials
4. Review Applications
 - 12:10PM- W. Yell. Sled Dog Races \$10,600
 - 12:35PM- WYSEF Yell. Rendezvous Trail Run \$9,280
5. Discussion on the Application Document
6. Updates
7. Next proposed meeting date: Thurs. 8/14/14

Action items in red

Start 12:03pm

Public Comment- None

Approved the 5/18/14 Meeting Minutes- (Marysue, Barb) **John will email copy to Liz.**

Reviewed Financials

1. Approx. \$39,032.02 available. Financials approved. (Kay, Barb)
2. **On future financial reports, Marysue will include the available funds amount from the previous year for comparison to the current year's available funds amount.**
3. **Also, Marysue will add a column to the report in which she'll indicate the initials of the Board member responsible for each approved event/project.**

Reviewed Applications

12:12 W. Yell. Sled Dog Races \$10,600

1. A few weeks ago, we received Charlotte's 2013-2014 Sled Dog Races Outcome Report.
2. For this winter's races, Charlotte is holding a new Yellowstone Special 3 day race on 3/19-22/15.
3. Charlotte is requesting the same amount of funds from MAP as last year, but they've doubled their advertising budget with funds from the Chamber Marketing Comm. and TBID.
4. A 6 dog class is being added to the Fun Run.
5. **Marysue suggested that Charlotte consider running pools on the races for place finishes, but the proceeds would go to charity. Who could do it and what format would it take?**
6. **Marysue asked Charlotte to have a schedule of info for each of the different race events available for handout at the Chamber.**
7. **Charlotte mentioned the possibility of having available for phones and tablets a screen map with race #s and blips to identify racers progress along the trails.**

8. Motion made and seconded to approve application for \$10,600. (Barb, Marysue). Application approved for recommendation to the council.
9. Barb will be the Board event manager.
10. John will email Liz requesting the Board's recommendation for approval be added to the 7.15 council meeting agenda.

12:40 WYSEF Yell. Rendezvous Trail Run

1. We reviewed the new race logo and T-shirt design. Some suggestions were made for changes.
2. Part of WYSEF's request for funding is to purchase an electric brand to burn the race's bear paw logo into the wood medals. Thus, medals are made once race entry numbers are known. No waste of pre-printed medals.
3. The success of the half marathon in June led to the race's name change. Yell. Rendezvous Trail Run will now be used for both the fall and winter races.
4. The demo of the half marathon was 75% woman with ages from the late 20s-40s. Thus, they'll advertise in Montana Parent and have a strong social media presence.
5. WYSEF is trying to establish free entry fees for wounded warriors.
6. We discussed the budget. Only \$2500+ profit. Profit will be put back into improving the event and course. Also, add to the endowment for grooming.
7. Kay stated she was against approving the budget request for purchase of equipment- the electric brand.
8. Motion made and seconded to approve application for \$9280. (Marysue, John) John, Marysue and Kim voted to approve. Kay voted no. Barb recused herself because of her affiliation with WYSEF. Application approved for recommendation to the council.
9. Marysue and Kim will be the Board member event co-managers.
10. John will email Liz requesting the Board's recommendation for approval be added to the 7.15 council meeting agenda.

Discussion on the revised Application document

1. No additional revisions than ones discussed previously. John will email final revised App document to Marysue for inclusion of the Budget Template. Then, we'll email document to Liz.
2. Marysue presented her proposed Budget Template. She made note of a few revisions we suggested and will revise the Template.
3. She will create the Template in Word and as a pdf file for the attachment in the Application document. Also, she'll include a sample budget as presented and a blank one.

Updates

1. Still waiting for Marge to finish up Expo and Snow Shoot Outcome Reports.

**Next meeting: Thurs. Aug. 14, 2014 at noon at the Povah Center.
John will email date to Liz and make meeting room reservation.**

Adjourned 1:30pm

Meeting Minutes approved as submitted by John Greve, MAPFAB Secretary 10.9.14