

Town of West Yellowstone

Tuesday, April 21, 2020

West Yellowstone Town Hall, 440 Yellowstone Avenue

TOWN COUNCIL MEETING

6:00 PM

This meeting will be conducted virtually using ZOOM. This meeting is open to the public, but the public will not be allowed to attend in person.

**To participate, visit zoom.us on the internet and enter Meeting ID:893 834 1297.
The meeting will open at 5:45 PM.**

Members of the public are requested to ensure their audio is muted during the meeting and may make comments using the “Chat” function when appropriate.

WORK SESSION

Wastewater Treatment Plant Design Update, Town Engineer Dave Noel Discussion ∞

FY 2020 Budget Adjustments Discussion ∞

TOWN COUNCIL MEETING

Pledge of Allegiance

Comment Period,

- **Public Comment**
- **Council Comments**

Claims ∞

Consent Agenda: **Minutes of the April 7, 2020 Town Council Meeting ∞**
Minutes of the April 14, 2020 Town Council Work Session ∞

Town Manager & Department Head Reports

Presentation: West Yellowstone Chamber of Commerce Marketing Presentation, Wendy Swenson

UNFINISHED BUSINESS

COVID-19 Economic Recovery Plan: Options for Businesses and Citizen Assistance Discussion/Action ∞

NEW BUSINESS

Fireworks Ordinance Revisions Discussion ∞

Correspondence/Meeting Reminders/FYI

If viewing the agenda electronically, click the “∞” symbol to link to the associated documentation in the Town Council Packet.



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 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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04/17/20
10:31:46

TOWN OF WEST YELLOWSTONE
Claim Approval List
For the Accounting Period: 4/20

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* ... Over spent expenditure

Claim	Check	Invoice #/Inv Date/Description	Vendor #/Name/ Line \$	Document \$/ Line \$	Disc \$	PO #	Fund Org Acct	Object Proj	Cash Account
46728		2952 DIS Technologies		739.58					
	34552	03/05/20 Email accounts/managed IT		739.58		IT	1000 410580	355	101000
46802		2551 Thyssenkrupp Elevator Corp		457.74					
	3005196593	04/01/20 elevator maint-Povah		457.74		POVAH	1000 411255	350	101000
46810		2546 Century Link QCC		22.81					
	1488712586	03/23/20 long dist chg Dispatch #'s		22.81		DISPAT	1000 420160	345	101000
46815		2813 Century Link		62.00					
	04/28/20	DSL Pub Serv Office 646-7949		62.00		STREET	1000 430200	345	101000
46860	E	2673 First Bankcard		1,716.32					
		\$10.00 of \$26.00 above per diem							
		03/23/20 My Life Background Service		1.00		POLICE	1000 420100	220	101000
	175134	03/25/20 MT Secretary of State		25.00		DISPCH	1000 420160	335	101000
	ORD001190	03/26/20 Adv. Interviewing Concepts		125.00		POLICE	1000 420100	380	101000
	10182	03/27/20 Quickprint of WY;Alco Pro,		21.12		POLICE	1000 420100	311	101000
	84704248	04/15/20 Truthfinder backgrnd check		4.99		POLICE	1000 420100	220	101000
	03391	04/01/20 Marpa Grp: 6 stmnt anlys train		600.00		POLICE	1000 420100	380	101000
	809375	03/05/20 Buffalo Wild Wgs lunch per die		16.00		POLICE	1000 420100	370	101000
		03/05/20 Stone Town & Country Rex.Dge		842.56		POLICE	1000 430200	361	101000
		04/02/20 late fees will credit nxt mo.		80.65*		POLICE	1000 410510	631	101000
46861		3243 Susan Swimley		240.50					
	10269	04/08/20 Mad Add conference call		203.50		LEGAL	1000 411100	352	101000
	10269	04/08/20 audir letter		37.00		LEGAL	1000 411100	352	101000
46862	E	2673 First Bankcard		25.00					
	174168	03/17/20 MT secretary of state		25.00		DISPCH	1000 420160	335	101000
46863		999999 JAYSON NICHOLAS WORKS		5.00					
	04/14/20	exonerated Bond		5.00		COURT	7469 212401		101000
46864		309 PJ's Plumbing & Heating		320.00					
	99002217	04/06/20 Thaw pipes@123 N. Faithful		320.00			5210 430500	357	101000
46865		2947 WSFP Missoula/Api Systems		283.00					
	R80107	05/01/20 Monitoring Service 2020-21		283.00		TWNHAL	1000 411250	357	101000

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46866	04/06/20	2845 Kastig, Kauffman & Mersen, PC legal services 3/1 - 3/31/20		4,379.99 4,379.99			1000 411100	352	101000
46867	1066759350 9166709088	03/26/20 Hand Sanitizer 04/03/20 coffee	99916 Elizabeth Roos	85.36 11.38 73.98		TWNHL TWNHAL	1000 411250 1000 411250	220 220	101000 101000
46868		2 Forsgren Associates P.A. forsg		6,124.75					
	120077	03/25/20 UPDH Roof Design/task #4		2,665.00		UPDL	4000 460460	920	101000
	120077	03/25/20 Misc. Eng Support/task #3		3,155.00*		PLANN	1000 411000	354	101000
	120077	03/25/20 Mileage expenses		304.75		WWFPS	5320 430640	354	101000
46869		2 Forsgren Associates P.A. created new project account line		85,883.00					
	120080	03/25/20 WWTP - engineering fees		85,883.00*		SEWER	5320 430640	951	101000
46870	3160	03/03/20 Help Fund fuel Voucher	40 Jerry's Enterprises	25.00 25.00		HELP	7010 450135	231	101000
46871	04/07/20	999999 BRADLEY DELANEY exonerated bond		585.00 585.00		COURT	7469 212401		101000
46872	11638 12200 12454	09/22/19 Flat Repair 11/20/19 Tires for 18 Dodge PU 02/15/20 1-ton utility truck	3179 Yellowstone Point S	1,472.31 30.00 1,235.80 206.51		FLEET FLEET FLEET	1000 430200 1000 430200 1000 430200	239 361 361	101000 101000 101000
46873	1109 1094	04/09/20 water rights work 02/03/20 water rights work	3191 Miller Law, PLLC	6,400.00 2,800.00 3,600.00		WATER WATER	1000 411100 1000 411100	352 352	101000 101000
46874	04-797901 02-1357219 02-1365080	03/19/20 sanitizing supplies 03/12/20 sanitizing supplies 03/24/20 prisoner meals	533 Market Place	118.24 3.11 59.77* 55.36		FIN SOCSVC PRISNR	1000 410510 1000 450135 1000 420230	220 220 220	101000 101000 101000
46875	01-1005585 02-576511 02/04/20 02-568468	04/01/20 prisoner meals 03/20/20 water supplies prisoner meals 02/26/20 sewer supplies	135 Food Roundup	69.06 37.92 11.27 9.48 10.39		PRISNR WATER PRSNR SEWER	1000 420230 5210 430550 1000 420230 5310 430600	220 212 220 220	101000 101000 101000 101000

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46876	3061 Pathway AV Integration FTR Repair 04/07/20 Recording Suite repair	90.00 90.00		COURT	1000 410360	363	101000
46877	951 Barnes & Noble 3979550 03/09/20 Books 3979554 03/09/20 books 3979555 03/09/20 books	265.55 186.66 57.30 21.59		LIBES	2220 460100	215	101000
46878	65 T & E BLCS072828 04/01/20 alternator G-936 loader BLCS072828 04/01/20 Core Charge 936 loader BLCS072828 04/01/20 shipping	487.85 217.86 242.06 27.93		EQUIP	1000 430200	369	101000
46879	3236 Nubia Allen Nubia 04/14/20 Court Interpreter svcs.	60.00 60.00		COURT	1000 410360	350	101000
46880	999999 JASON EARL PARKER 04/14/20 Exonerated Bond	100.00 100.00		COURT	7469 212401		101000
46881	2099 Quick Print of West Yellowstone 10009 03/02/20 ship to NW Pipefittings	20.73 20.73		WATER	5210 430500	251	101000
46882	E 2673 First Bankcard 3104005201 03/25/20 Home Depot build supplies 1132126449 03/26/20 Amazon.com - label maker 835948 03/26/20 Amazon.com - labels 04/01/20 late fees will credit nxt mont	161.39 86.31* 19.99 16.49 38.60*		TWNHL STREET STREET FINANC	1000 411250 1000 430200 1000 430200 1000 410510	366 220 220 631	101000
46883	3263 Century Link 101033794 04/01/20 Support Coverage E911	11,473.06 11,473.06		911	2850 420750	398	101000
46884	2800 RDO Equipment Co. P4605016 04/15/20 supplies	108.90 108.90		STREET	1000 430200	220	101000
46885	151 Gallatin County WY TS/Compost march 2020 03/31/20 transfer station charges	268.85 268.85		PARKS	1000 460430	534	101000
46886	2976 Watts Steam Store Rocky Mountain 74407 03/20/20 pressure washer service	698.15 698.15		STREET	1000 430200	220	101000

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46887		764 General Distributing Co. 860004 03/31/20 compressed O2		55.18 55.18		STREET	1000 430200	220	101000
46888		2421 NAPA Auto Parts march 2020 03/31/20 parts		1,556.62 1,556.62		STREET	1000 430200	220	101000
46889		171 Montana Food Bank Network AOR193441 04/02/20 commodities		1,043.05 1,043.05		HELP	7010 450135	220	101000
46890	E	2964 CITI CARDS		1,232.97					
		03/05/20 Amazon, adapter		24.90		WATER	5210 430550	212	101000
		03/06/20 Microsoft subscription		69.99		LIB	2220 460100	398	101000
		03/07/20 Zoro, inspection books		39.90		STREET	1000 430200	220	101000
		03/11/20 Cymax, file cabinet x 2		614.96		SOCSEK	1000 450135	212	101000
		03/16/20 Skillpath, training		199.00		PERS	1000 410800	380	101000
		03/17/20 Marketplace, supplies		94.00*		LEGIS	1000 410100	220	101000
		03/21/20 Amazon, supplies		11.99		TWNHAL	1000 411250	220	101000
		03/23/20 Amazon, supplies		12.86		TWNHAL	1000 411250	220	101000
		03/23/20 Amazon, supplies		12.98		TWNHAL	1000 411250	220	101000
		03/29/20 Amazon, roasters for Povah		129.98		POVAH	1000 411255	366	101000
		03/31/20 Amazon, desk organizers		19.46		ADMIN	1000 410210	364	101000
		03/31/20 Amazon, desk organizers		19.46		SEWER	5310 430600	366	101000
		03/31/20 Zoom, monthly fee		14.99*		LEGIS	1000 410100	335	101000
		03/31/20 Amazon, keyboard/mouse		30.99		ADMIN	1000 410210	364	101000
		04/02/20 Amazon, headset		49.99		ADMIN	1000 410210	364	101000
		04/03/20 Walmart, webcam		174.00		ADMIN	1000 410210	212	101000
		03/14/20 Prime-will be refunded next mo		12.99*		FINADM	1000 410510	631	101000
		03/14/20 Late fee-will refund next mo		39.00*		FINADM	1000 410510	631	101000
		04/06/20 FC-will refund next month		64.10*		FINADM	1000 410510	631	101000
		03/16/20 ComFort Inn, MRWS cancel		-402.57		FINADM	1000 410510	370	101000
46891		1085 JD Speciality Services 3466 04/14/20 2 trucks, change slack adj		1,000.00 1,000.00		STREET	1000 430200	369	101000
46892		3192 Floyd's Truck Center		0.00					
		X401140855 04/07/20 ABA Kit *D		196.22		STREET	1000 430200	369	101000
		X401140855 04/07/20 FRT		32.00		STREET	1000 430200	369	101000
		x401141142 04/15/20 brake adjuster part. retur		-228.22			1000 430200	369	101000

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46893		2977 Staples Credit Plan		161.77					
	2486678671	04/08/20 Finance office supplies		30.48			1000 410510	220	101000
	2488334801	04/09/20 Court Supplies		131.29*			1000 410360	220	101000
46895		2198 Westgate Auto Body		313.80					
	4017	04/16/20 1991 Ford F350		313.80			5310 430630	369	101000
46896		65 T & E		1,237.60					
	BLWO019844	04/10/20 Snowblower atchmnt 904 rep		1,237.60		STREET	1000 430200	369	101000
# of Claims				40	Total:		129,350.13		
Total Electronic Claims				3,135.68	Total Non-Electronic Claims		126214.45		

WEST YELLOWSTONE TOWN COUNCIL
Town Council Meeting & Work Session
April 7, 2020

COUNCIL MEMBERS PRESENT: Jerry Johnson, Brad Schmier, Greg Forsythe, Travis Watt and Jeff Mathews

OTHERS PRESENT: Town Manager Daniel Sabolsky, Finance Director Lanie Gospodarek, Chief of Police Scott Newell, Public Services Superintendent James Patterson, Social Services Director Kathi Arnado, Water & Wastewater Superintendent Greg Johnson

Jason Brey, Executive Assistant Lisa Johnson, Town Engineer Dave Noel, Teri Gibson, Chris Humbert, Denice Sabolsky, Lewis Robinson III, Fire Chief Shane Grube, Rob Yeakey, Charles Daenen, Brenda Martin, Shelley Johnson, Dwayne Konrade, Vely Vazquez, Matt Kelley-Gallatin City-County Health Department Health Officer, Buck Taylor-Community Health Partners, Jan Neish-Island Park News, David Rightenour, Chris Kachur, Shane Roos

The meeting is called to order by Mayor Jerry Johnson 6:00 PM in the Town Hall, 440 Yellowstone Avenue, West Yellowstone, Montana.

Due to the COVID-19 pandemic, the meeting is held over the internet using a video conferencing program called Zoom. Council Members and other participants joined the meeting from various locations in West Yellowstone and elsewhere in the country. 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.

WORK SESSION

Mayor Johnson calls the meeting to order over the video conferencing program Zoom. The purpose of the work session is to discuss the current status of the Capital Improvement Plan. Town Manager Dan Sabolsky prepared a chart that shows the current status of all the projects on the plan and explains that due to the current pandemic and the expected affect it will have on tourism, they also need to discuss what should be postponed. He says current expectations are that resort tax collections will be down 25% to this summer. The first project on the list is the ADA accessibility ramps. The Town budgeted \$80,000 for the project. This project is expected to take several years to complete and the \$80,000 is still available this year due to staff and contractor limitations in the fall and an early cold front. The next project discussed is the streetlight project, \$500,000 is set aside for this project to replace the lights throughout town. The next project is replacement of the sewer line in the Old Town. Sabolsky points out that these funds are exclusively for sewer projects and the \$300,000 that is set aside could be used for the wastewater treatment plant instead. They also have \$600,000 in sewer funds set aside for the 80-acre development. The next project is a lighted trail from Grizzly Park to Yellowstone Avenue, which is part of the casting pond project. The group that is supporting this project is expecting to have trouble raising funds due to the change in the economy. The next project is Historic District projects, specifically the roof for the UPDL. This project is underway and they expect to bid and finish it. They briefly discuss the volleyball court, which stemmed from a \$5000 donation and they may have to return the donation if it doesn't get done this year. They have completed the installation of four light poles at Pioneer Park and can return \$10,000 to the resort tax fund. Sabolsky describes the well building and waterline, which is completed but will require a budget amendment. The sewer line on Electric Street was planned for this year for \$50,000 and will not be completed this year. They have already purchased and replaced the 2008 ¾ ton truck for \$48,000. Pioneer Park improvements were budgeted for \$30,000, some improvements will not be made but they will install the new swing set. They have \$1000 left from a donation for the Povah Center that will be spent this year, probably to refinish the sign. They allocated \$70,000 to expand the concrete for the ice rink and this money will likely be reallocated. The new radio system for the Police department was allocated for this year and will require a budget amendment for \$38,000 to complete the purchase. The casting pond construction needs another \$100,000 in private donations to complete but the plans are done and ready for approval. They planned to spend \$9736 on the irrigation system at Pioneer Park but they may be able to cut that project back. They discuss the improvements at the Police

Station/Dispatch Center and have a remaining amount of \$4300 that they intend to use to finish renovating the booking room. They budgeted \$5000 to remodel for Town Hall and used it to remodel three spaces and create two new office spaces. They will need a budget amendment of just over \$5000. They anticipated purchasing two aerators for the lagoon but this was addressed through the short-term improvements at the sewer lagoon. They budgeted \$293,000 and have \$78,000 left that may be used to address other sewer repairs. They have already ordered a Dodge Ram for the police department for \$48,483 that will be delivered this year. They have already purchased a plow attachment for the loader/skid steer for \$13,990. The new restroom with a drinking fountain was allocated for \$75,000 but they are recommending that project be postponed until FY 23 or 24. The lighting project for Town buildings was budgeted at \$100,000 and cost \$103,339 so a budget amendment is needed for \$3,339. They purchased air conditioners/heaters for the police squad room, museum, and generator room. They budgeted \$6000 for a cover for the police generator and Sabolsky states that he thinks they do need to complete this project this summer to protect that generator. They budgeted for new ice rink boards for the ice rink at \$77,000 but recommend postponing this project until FY 23 or 24. The new hydrant by the new well has been installed for \$8,221. They also have \$40,000 allocated to replace or service existing sewer equipment that they do expect to spend this year to replace electric blowers and motors, rebuild pumps. Forsythe says that he totaled up the funds that can be reallocated, excluding water and sewer funds, and came up with \$331,624 that can be reallocated. Johnson adds that they have \$231,000 in budget amendments that need to be made, but some of that comes out of water or sewer funds. Sabolsky says he will go back and check the numbers and then confirm what can actually be reallocated at this time. They Council discusses several options and possible approaches to saving money ranging from budget cuts, revenue projections, and staffing adjustments. Mayor Johnson says they will probably have to have some council meetings regularly to make decisions

The work session adjourns at 7:00 PM and the regular meeting begins at 7:10 PM.

Public Comment Period

Matt Kelley, Gallatin County City-County Health Officer, addresses the meeting participants. He reports that they currently have 119 confirmed cases of coronavirus (COVID-19) in Gallatin County. There are administering around 50 to 80 tests per day and today there was only one new positive case today, but that fluctuates by the day. Governor Bullock extended the school and non-essential business closures today through April 24. He says that the Board of Health is meeting in the next week and they expect to extend the local closures through that date as well. He says that their communication with West Yellowstone personnel has been good and they are posting all updates on their website. Kelley explains that they have an adequate number of test kits and the guidance for providers is to administer tests when patients exhibit symptoms. Tests are sent to the lab in Helena for determination. Buck Taylor of Community Health Partners also addresses the participants. Taylor explains that CHP is operating well in West Yellowstone. He says that they are encouraging people to put off routine visits and tests and are utilize technology for tele-medicine as much as possible. There is a drive-through testing facility at the Big Sky Medical Center for anyone that has a testing order. He says they are sending patients that way because it is safer and preserves medical supplies. If a patient does not have transportation, they can administer tests in the parking lot at CHP if necessary. He says they are anticipating lower numbers this summer and are trying to prepare for that. Council Member Travis Watt asks if they can report whether there are any cases of the virus in West Yellowstone. Kelley responds that he is very careful about sharing that information and reminds everyone that there is a low amount of testing in the West Yellowstone area, too. He says that the possibility of being asymptomatic is real and the safest way to address that is to stay home as much as possible and practice social distancing. He also explains that antibody tests are being developed that will enable them to determine who has already been exposed and has immunity. Mathews asks if the 119 current cases, does that include people that have recovered. Kelley responds that it does include people that are recovering or have recovered. They intend to start reporting the number of people that have recovered and are working on that data so it can be reported accurately. Kelley suggests that they discuss establishing a quarantine isolation team to assist people in that situation. Sabolsky suggests working with himself and Social Services Director Kathi Arnado to set that up. Kelley briefly discusses the new guidelines from the Center for Disease Control

(CDC) to wear masks. He says that they are encouraging people to preserve medical-grade masks and not use them for routine activities but to use household items to cover their face, such as a scarf or ski mask. The Council thanks Kelley and Taylor for taking the time to come to the meeting and for the valuable information.

Public Comment Period

No other public comments are received.

Council Comments

Forsythe asks if the Town has got a response from Dick Dyer, Sabolsky responds that they have not. He also encourages everyone to fill out their census surveys. No other comments are received.

ACTION TAKEN

- 1) Motion carried to approve payment of the claims, which total \$150,000.26.(Forsythe, Mathews) Forsythe abstains from #46818 for \$2060.75 to the Westmart Building center, Schmier abstains from #46859 to Jerry's Enterprises for \$322.63.
- 2) Motion carried to approve the Consent Agenda, which includes the minutes of the March 17, 2020 Town Council Meeting. (Forsythe, Watt)
- 3) Motion carried to approve the request to purchase four parking spaces on behalf of Highmark Rentals at 633 Madison Avenue, Block 21, Lot 12. (Schmier, Mathews)
- 4) Motion carried to approve the Application to Maintain an Encroachment made by Westmart Building Center to erect a greenhouse that sits partially on Town property for a period not to exceed 90 days from May 1, 2020. (Watt, Mathews) Forsythe abstains.
- 5) Motion carried to table the COVID-19 Economic Recovery Plan: Options for Businesses and Citizen Assistance. (Mathews, Schmier)

DISCUSSION

- 1) Schmier asks why is the electric bill for the Iris Street Well so much higher than the other wells. Water & Wastewater Superintendent Greg Johnson explains that the well building for this new well is considerably larger than the other wells and houses some pretty expensive equipment. Schmier asks about the claim to Targhee Services and asks who that is. Greg Johnson responds that is Bobby Perez and he did some work on some of the Town's vehicles. There is brief discussion about whether Perez should obtain a business license. Watt asks about the legal services bill for February and whether the bill should be accompanied by a purchase order. Sabolsky responds that they have a contract with Jane Mersen so therefore it does not require a purchase order, he also notes that the majority of the bill is for court proceedings.
- 3) Mayor Johnson explains that Mitch Tuttle of Highmark Rentals is requesting permission to purchase four parking spaces for his property to accommodate the addition of employee housing above his existing building. Watt asks if there is a limit to how many parking spaces may be purchased. Sabolsky responds that currently a hotel can only purchase up to 20% of its necessary parking, but they do intend to address this in the revision of the zoning code.
- 5) Mayor Johnson explains that the next item on the agenda is a discussion about a COVID-19 economic disaster recovery plan, options for businesses and citizen assistance. Johnson says that he brought this topic up a few weeks ago. He says that they have no idea how long this pandemic and the current economic situation will last, but if Yellowstone Park doesn't open, they will have serious problems. He says there have been multiple ideas suggested including lifting the resort tax, waiving water and sewer

fees, business licenses, etc. Sabolsky says he has done some preliminary research and says there are concerns about lifting the resort tax because the tax is used as collateral for bonds. Johnson points out that they do have a two-month fund reserve. Sabolsky says they also have to look at what they can legally do to regarding water and sewer fees. Schmier says he has concerns about waiving fees because there are large differences between accounts. He says that he would favor things that are equitable to everyone and doesn't think they should waive any revenue sources. Forsythe says that he agrees with Schmier and admits it is a very difficult situation. Watt suggests that they look at ways to reduce or eliminate penalties for businesses and individuals. He also suggests diverting resources to Social Services to help those that are truly in need. Mathews says he would like to know what kind of revenues they are looking at losing. Sabolsky says that another approach might be to assist businesses with applications and access to state and federal grant money. He elaborates that there are a lot of programs out there and people may just need help accessing them. He says they also need to think about the lower income people that need help. Johnson notes that Scott Newell commented that Madison Valley Bank is offering loans from the Small Business Administration (SBA). He adds that First Security Bank is also offering SBA loans. Sabolsky says that the SBA is also offering loans for non-profits. Schmier agrees with Watt's suggestion to waive late fees or penalties for a period of time and suggest they look into that. The Council briefly discusses how they could implement the fee waivers, whether through resolution or ordinance.

- A) **Advisory Board Reports:** James Patterson reports that the Planning Board met since the last Council Meeting. He reports that they requested a survey of the Forever West property, Cole Parker is working on a drainage plan for his property, Mitch Tuttle/Highmark Rentals property has been approved contingent upon approval by the Council to purchase four parking spaces.
- B) **Town Manager Report:** Town Manager Dan Sabolsky reports that over the spring break, they did apply for a grant for the revolving loan fund. He reports that they are also investigating funding from Federal Emergency Management Agency (FEMA) for employee costs and a Small Business Administration (SBA) grant for the wastewater treatment plant. They have also instituted multiple safety measures to protect the staff and the public from spreading the virus. He reports on several conference calls with officials and representatives from around the state to gauge how other entities are coping with the crises. He also reports on preparing the potential changes to the capital improvement plan and distributing the massive amounts of information they are receiving regarding the virus, which updates daily. He also reports that he was contacted by Jeff Kadlec by email and announced that they will open the airport on April 27, 2020 and expect to reduce the number of flights per day this season.

Public Services Superintendent James reports that his crew is working on removing snow from the sidewalks and preparing for the warmer months. **Water & Wastewater** Superintendent Greg Johnson reports that he has found a way to rebuild the blowers for the wastewater treatment for significantly less than they anticipated. He reports that they have completed the required emergency response procedures due to the virus and submitted the documentation as necessary. Mayor Johnson asks if Ben Westphal has made any progress towards his water and sewer certifications. Greg Johnson responds that he has and he is working toward the testing, but all testing has currently been cancelled because of the virus pandemic. **Finance** Director Lanie Gospodarek reports on finishing up the annual audit, reserving BARSAA funds for the ADA ramp project, working through the capital improvement plan, and attendance at a MMIA board meeting. **Social Services** Director Kathi Arnado reports on increased unemployment filings and changes to those programs. She also reports on providing food bank commodities by meeting people outside and practicing social distancing. She says they are working on collecting donations to match a grant for the Community Help Fund, and receiving large shipments of food for the food bank. She also mentions helping one client through a domestic abuse issue, as well. Chief of **Police** Scott Newell reports that

April 7, 2020
Town Council Work Session & Meeting
Minutes, Page 5 of 5

everyone is healthy at the Police Department and business is normal. Newell reports that new officer Leonel Sosa has started field training and will attend the POST academy in two weeks.

The meeting is adjourned. (9:15 PM)

Mayor

ATTEST:

Town Clerk

WEST YELLOWSTONE TOWN COUNCIL
Town Council Work Session
April 14, 2020

COUNCIL MEMBERS PRESENT: Jerry Johnson, Brad Schmier, Greg Forsythe, Travis Watt and Jeff Mathews

OTHERS PRESENT: Town Manager Daniel Sabolsky, Finance Director Lanie Gospodarek, Chief of Police Scott Newell, Public Services Superintendent James Patterson, Social Services Director Kathi Arnado, Water & Wastewater Superintendent Greg Johnson

Drew Barney, Christopher Balmer, Denice Sabolsky, Danny-BS Resort Tax, Katie Ostberg, Lewis S. Robinson III, Rob Gilmore, Marysue Costello, Jan Neish-Island Park News, Amanda Newell, Harold Klein, Shane Grub-Fire Chief, Pierre Martineau, Cole Parker,

The meeting is called to order by Mayor Jerry Johnson 6:00 PM from the Town Hall, 440 Yellowstone Avenue, West Yellowstone, Montana.

Due to the COVID-19 pandemic, the meeting is held over the internet using a video conferencing program called Zoom. Council Members and other participants joined the meeting from various locations in West Yellowstone and elsewhere in the country. Portions of the meeting are being recorded.

Public Comment Period

Mayor Johnson invites Matt Kelley, Gallatin County Health Officer, to report on the current status of the COVID-19 pandemic in Gallatin County. Kelley reports that Gallatin County is holding at 139 diagnosed cases, which is good, but they are just coming off of Easter weekend and things could certainly change. Buck Taylor, Executive Director for Community Health Partners reports that things are going well at the clinic. He reports that they are sending potential cases to the Big Sky Medical Center when possible. Taylor also reports that ten ventilators have been deployed to Bozeman Health in Bozeman, four of the ventilators will be sent to the Big Sky Medical Center. Taylor also reports on their abilities for patients to appear virtually to avoid leaving the homes if they don't think they should. Taylor explains that they can still treat patients for other issues such as blood pressure and prescription refills. Mathews asks that if Yellowstone opens up this summer and the tourism responds, are they equipped to handle that. Kelley asks the Council how many people are in West Yellowstone on a typical summer evening. Johnson responds that they have motel capacity for over 10,000 people. Kelley responds that they have a unique problem and worries that they don't have the health capacity in the county to handle that many people. Schmier says for a copy of the self-monitoring guidelines that were distributed by the Health Department. Kelley indicates that he will send that out and would be happy to share any of that information. Kelley asks the Council how they feel about opening Yellowstone this season. Johnson responds that he doesn't think they are ready for a flood of people. He says he thinks they need to be sure that the peak has passed in all the neighboring states. Kelley encourages the Council and the community to reach out and share their comments, they are taken into consideration.

Danny Bierschwale, Executive Director of the Big Sky Resort Tax District, comments and says they are interested in coordinating with West Yellowstone on anything related to the virus response and opening up for the summer season.

Cole Parker requests a work session or to be an agenda item on an upcoming council meeting. He says that he is seeking resolution regarding his project so that he can move forward.

Denice Sabolsky says thanks the Town and staff that came out during the recent "Teacher Parade" that gave the teachers a chance to wave at their students throughout town.

Council Comments

Travis Watt reports that the Chamber of Commerce announced today that they have hired Katrina Wiese as the new Executive Director, effect May 1, 2020. Current Executive Director, Marysue Costello, will retire on May 15.

Brad Schmier reminds the Council that they hoped to complete a goal setting meeting with the Town Manager during April and they should still plan to do that.

WORK SESSION

Mayor Johnson reports that the purpose of the work session is to discuss economic recovery strategies from COVID-19. Mayor Johnson reports that he talked to several lodging properties that are part of the Tourism Business Improvement District (TBID). He says that he talked to different sized properties in order to get a feel for what is happening. He says that most of hotels feel like May is a complete loss and believe they will be down anywhere from 50% to 75%, maybe even 100% in May. He says that the larger hotels are trying to hold on to their reservations for June, offering more lenient cancellation policies, etc. He believes the smaller hotels are taking a larger hit, and bus tours appear to be cancelling. He says the bus tours can usually cancel 30 to 45 days out, so they are just starting to cancel now. Town Manager Dan Sabolsky reports that he and the staff have also done some research and talked to several lodging properties. He says that they are basing projections on occupancy rates and roughly estimate that resort tax will be down 40% for this year. Jerry Johnson says that TBID has a program that tracks room rates in the region, which will give them an idea of where revenue will come in at. Council Member Watt says that right now they are expecting about 50% of last summer and but they aren't seeing a lot of cancellations for later in the summer. He says it will definitely be challenging. He says that the daily calls and reservations are most definitely down, especially for this time of year.

Johnson says that salaries were briefly mentioned at the end of the last meeting, specifically that the Council may wish to forego their salaries during this time. Johnson says it may actually be difficult to pause the salaries and should be a personal decision. He recommends that each Council Member consider that and possibly donate their salary as they see fit. Kathi Arnado, Social Services Director, reports that they received a grant from the Community Foundation and United Way to assist with COVID-19 impacts. She reports that the money can be used for a variety of things including rent assistance, food, healthcare, utilities, etc. Johnson suggests establishing criteria to determine how the money should be distributed. Schmier suggests they look at awarding more scholarships to the Summer Recreation Program. Sabolsky says that they do already have an endowment through the West Yellowstone Foundation to help with summer rec. He says that they will apply for a grant to help the community with COVID-19 impacted costs. The fund that the grant will come from has over \$200,000 and they will apply to get as much as possible.

Sabolsky reports that they have been working through the budget and looking for cuts they can make. He says that the Town as a whole typically comes in under budget by about 20%. He says that he has met with the Police/Dispatch departments already, looking at what they can carry over. He says that he will meet with other departments soon. He says that the current union has indicated that they do not want to open the contract at this time considering the current economic situation. He briefly discusses the EDA infrastructure grant program working with the Forest Service on the wastewater treatment plant. He also mentions opportunities they can take advantage of from the Northern Rocky Mountain Economic Development District (NRMEDD). Rob Gilmore of the NRMEDD explains that they have applied for 1.8 million funds and hope to double the allocation for West Yellowstone. He explains that the SBA program has put major initiatives into the business community to help businesses get through this crisis. He says that some of the ideas being considered for West Yellowstone include building on tourism in the region. Gilmore explains that he has a team of business professionals that can assist in a variety of ways, from IT support to accounting and financing. Gilmore says that West Yellowstone is eligible for infrastructure grants, too. Johnson says that over a month ago, TBID started a local campaign targeting travelers in the 5-state region, people that travel by car. Sabolsky also

discusses programs to help restaurants and other businesses get open again. Johnson also explains that the Payroll Protection Program loan from the SBA that businesses that apply for has a six-page information packet and it is really quite easy to take advantage of. Christopher Balmer of Yellowstone Camera comments that he has already taken advantage of the SBA loan program and the application took less than ten minutes. Mathews asks where the Town is in the budget right now. Sabolsky says that they have spent 62% of the budget at this time and they are 75% through the year. The Council discusses things the Town could do to offer relief to businesses and citizens. They consider relieving base fees on utility bills and extending business license renewals farther into the summer. They discuss waiving late fees and establishing payment agreements with businesses that are struggling. Finance Director Lanie Gospodarek reports that they collect approximately \$25,000 from water per month and sewer fees are approximately \$52,000. Forsythe says that it might be smarter to just wait until the end of the summer to determine what they need to do to help the situation. Watt says he has a couple ideas to share. He says that in Big Sky, they have started the Big Sky Area Relief Fund. He says that perhaps the Town can divert funds to Social Services to help those that are in the most need. He supports waiving the penalties and fees wherever they can. He suggests diverting money to the seniors and other local programs to provide assistance. The Council discusses meeting topics for next week. Forsythe asks Sabolsky to find out if the disaster assistance funds from NRMEDD can be used to help struggling businesses. Sabolsky adds that Congress is debating a stimulus bill aimed at helping businesses and they will watch that carefully, they are also working on disaster aid funding for cities and counties. He says that the staff is also tracking their hours related to COVID-19 and they will seek reimbursement for that time when it becomes available.

The meeting is adjourned. (7:45 PM)

Mayor

ATTEST:

Town Clerk

The of Amazing Adventure



FY20 MARKETING PLAN YTD REPORT & FY21 PREVIEW

Destination Yellowstone

+1 406 646 7701

www.DestinationYellowstone.com

marketing@destinationyellowstone.com

Social Media

[Facebook.com/WestYellowstoneChamber](https://www.facebook.com/WestYellowstoneChamber)

[Twitter.com/WYellowstoneMT](https://twitter.com/WYellowstoneMT)

[Instagram/westyellowstonemt](https://www.instagram.com/westyellowstonemt)

WEST YELLOWSTONE • MONTANA

UNPRECEDENTED TIMES

Staying connected with our stakeholders, potential visitors and followers.
Providing inspiration & support.

- Supporting our local businesses (Takeout Tuesday)
- Planning with our partners
- Member Emails
- COVID-19 Landing page on DestinationYellowstone.com
- Social Media Posts – Inspiration, Future Ideas
- Creating new content for campaign launch on the other side & evaluating target markets
- Working on FY21 Plan & Budget



DESTINATIONYELLOWSTONE.COM

- COVID-19 & Family Activity Landing Pages
- Updating Content and Images
- Embedding New Videos
- Restructuring Member Database & Adding Integrated Maps

COVID-19 (CORONAVIRUS) UPDATE: SEE DETAILS

WEST YELLOWSTONE MONTANA

SLEEP PLAY EAT PLAN

The Heart of Amazing Adventure

Spring in West Yellowstone, Montana, is a unique time of the year. Enjoy the solitude of nature before the crowds of summer.

For those who like to be outdoors and on the move – West Yellowstone is the real place to be for a spring adventure.

GET INSPIRED

Welcome to West Yellowstone, Montana

Visit West Yellowstone, the West Entrance and gateway community to Yellowstone National Park. Surrounded by three national forests, blue-ribbon trout streams, and beautiful mountain lakes, West Yellowstone features lodging, dining, shopping, and

Specials and Savings

Wonderlicious Daily Soup
10% Off Spring Lodging
\$0.50 off Admission at the Grizzly & Wolf

COVID-19 (CORONAVIRUS) UPDATE: SEE DETAILS

WEST YELLOWSTONE MONTANA

SLEEP PLAY EAT PLAN

COVID-19 Updates

Home » COVID-19 Updates

Last Updated April 7, 2020

Destination Yellowstone (West Yellowstone, Montana) strives to make sure every visitor experience is the best it can be by providing factual, up-to-date information to ensure our visitors can make informed travel decisions. Below you can find official resources to help you make those decisions, and anything else you may need to know about COVID-19 as it relates to travel to and within the West Yellowstone area.

Locally

To date, there are 319 confirmed cases in Montana, and 119 confirmed case of 2019 novel coronavirus in Gallatin County. If you have questions about what is happening in Gallatin County, how the virus is spread, and what to do if you have symptoms, you can reach Healthy Gallatin 24 hours a day at (406) 582-3100.

March 30, the Gov. implemented a mandatory 14 day quarantine for non-business travelers arriving in Montana from another state or country.

March 26, 2020 - Effective March 28, Gov. Steve Bullock issued a shelter in place / stay at home order for all Montanans.

March 24, 2020 - Effective immediately, **Yellowstone and Grand Teton national parks are closed to all park visitors until further notice. There will be no visitor access permitted to either park.** State highways and/or roads that transcend park/state boundaries and facilities that support life safety and commerce will remain open. Both parks will cooperate on the implementation of the closures. We will notify the public when we resume full operations and provide updates on our website and social media channels. [Read the full press release here.](#)

March 20, Governor Steve Bullock today announced measures to close dine-in food service and alcoholic beverage businesses and other activities that pose enhanced health risks. These include: Restaurants, food courts, cafes, coffeehouses, and other similar establishments offering food or beverage for on-premises consumption, bars, clubs, gyms, health clubs, movie theaters, casinos and more. Schools are now closed until April 17, 2020 (tentative). [Read full directive here.](#)

For current information regarding West Yellowstone attraction closures and restaurants offering take-out click [here.](#)

[Prevention and Planning](#) | [Seeking Medical Attention](#) | [Stay Informed](#)

Prevention & Planning

Montana state and local public health officials are monitoring the novel coronavirus disease (COVID-19) situation very closely. **Governor's Coronavirus Task Force**

While keeping health and safety top of mind, we are working hard to gather new information daily from partners and officials on the current state of travel. We are committed to keeping our visitors updated as new information becomes available. Please check this page frequently for updates.

Travel Advisory

U.S. Citizens are being asked to avoid all non-essential travel, and stay home, especially if you are not feeling well.

Depending on your unique circumstances, you may choose to delay or cancel your plans. If you do decide to travel, be sure to practice precautions to prevent getting and spreading COVID-19 and other respiratory diseases during travel. For the most up-to-date COVID-19 travel information, visit [CDC COVID-19 Travel page.](#)

Each country or area may have different levels of risk. These risk levels may change as the COVID-19 event evolves internationally.

Helpful links on the Center for Disease Control (CDC) [website](#) include:

- [Outbreak update](#)

SOCIAL MEDIA

- Supportive & Inspirational
- #TravelAwaits
- #StayHome
- #Later



West Yellowstone Chamber is 🍔 feeling hungry in West Yellowstone, Montana. Published by Trent Redfield [?] · April 3 at 5:45 PM · 🌐

There are still great meals available in West Yellowstone, Montana. Grab a chance for some take-out. The Buffalo Bar has their full menu and a selection of family meals. Euro Cafe has breakfast and lunch. West Yellowstone Montana, McDonalds has take-out and drive-thru. Naughty Chile Taqueria in the Conoco has take-out. Breakfast take-out is available from Trapper's in the West Yellowstone Days Inn.

This Sunday, Bullwinkle's Saloon & Eatery will have their famous chicken for ... See More



West Yellowstone Chamber is in West Yellowstone, Montana. Published by Trent Redfield [?] · March 29 at 5:25 PM · 🌐

Look ahead to the future and plan a trip to West Yellowstone, Montana for when things clear up. Come make a connection to the ❤️ of Yellowstone. We look forward to having you here.

Photo by Holly Scholl.

#PostponeDontCancel... See More



1,095 People Reached 76 Engagements Boost Post

36 4 Comments 1 Share

Like Comment Share

ELECTRONIC (EMAIL) COMMUNICATIONS

- Weekly (Mondays) Member & Marketing Emails
- Tuesday & Thursday (more often if needed) COVID-19 Updates with Resources

PLEASE READ!
Important information to read and share

WYMT COVID19 UPDATE
Saturday, April 4, 2020

LOCAL INFORMATION

Stay at Home to Save Lives
From Governor Bullock

Thank you for your strength and compassion for our fellow Montanans during this time. Right now, working together to fight this virus actually means staying separate. Staying at home and taking even one Montanan out of the chain of transmission could be a life-saving act. For your neighbors, for your grandparents, for your friends. For our healthcare providers, our first responders, and our law enforcement. We also know that approximately 10% of those who have tested positive for COVID-19 in Montana work in a healthcare setting. Staying at home means keeping our heroes on the frontline as healthy as possible. It means protecting those who are more at risk. In addition to staying at home, always, always wash your hands. These actions are absolutely critical in preventing the spread of the virus. I recognize staying at home presents new challenges for our uniquely independent, uniquely Montana way of life. But we've always had an entrepreneurial spirit – and it continues to thrive, even in these times. We've seen manufacturing businesses and teachers with 3D printers making masks, and distilleries making hand sanitizer. Montanans are also connecting with each other and with friends across the country over video and social media, hosting virtual game nights or taproom trivia and checking in frequently with loved ones. We are making sure our craft brewery industry can still succeed by making use of curbside delivery. We are supporting our local restaurants with take out. And we are getting that breath of fresh air that is much needed at this time. I encourage all Montanans to responsibly enjoy our public lands. That means following social distancing requirements by keeping at least six feet away from those outside your household when hiking, biking, running, or walking. Avoid crowded trailheads. And recreate near the communities you live.

WEST YELLOWSTONE MONTANA



PHOTO BY PAUL BORASH

You'll Want to Know

Town Council to Meet Using Zoom
Tuesday, April 7, 5:45 PM

Check Through the Regular Resources

PLEASE READ!
Important information to read and share

WYMT COVID19 UPDATE
Monday, April 6, 2020

LOCAL INFORMATION

Town Council to Meet Using Zoom
Tuesday, April 7, 2020 beginning at 5:45 pm

This meeting will be conducted virtually using ZOOM. This meeting is open to the public, but the public will not be allowed to attend physically. To participate, visit zoom.us on the internet, click on the "join a meeting" at the top of the page and enter Meeting ID: 893 834 1297. The meeting will open at 5:45 PM. Members of the public are requested to ensure their audio is muted during the meeting and may make comments using the "Chat" function when appropriate.

The agenda and packet for the meeting may be found [here](#).

Upcoming Zoom Meeting Families First Coronavirus Response Act
Local Chamber member, ToGETHR, working with employment attorney, LIsa Carey-Davis will be conducting a FREE informational webinar on Monday, April 6th at 11:00 am Mountain Time. Register in advance for this webinar:
https://us04web.zoom.us/webinar/register/WN_MGR7huYISVW5DAxZPVsbRw

After registering, you will receive a confirmation email containing information about joining the webinar.

CARES Act Information from Zoom Meetings
From the Montana Department of Labor & Industry

Everything covered in the recent Zoom meeting calls can be found on the Department of Labor and Industry's website at [this location](#).

WEST YELLOWSTONE MONTANA

WEST YELLOWSTONE, MT LOVE



Monday Marketing

MARKETING AND TOURISM IN THE AGE OF COVID-19

We are Here for You

COVID-19 is an unprecedented crisis, but we will get through it - together. Please know that we, as your DMO, are working on your behalf to keep up with the fluidly changing situation as it affects our industry.

- We have been having regular calls and webinars with regional, state and national partners to strategize and collaborate.
- Spring placements that were not already running have been postponed. Messaging on existing digital and social platforms has been changed to encourage potential visitors to reschedule their trips, not cancel, safe practices and support for our community.
- We are preparing drive-market campaigns that will launch when travel begins to resume. When that happens, we will need YOUR help to provide us with any specials, packages, availability you want us to include. *Help us help you!*
- We are sending out our You'll Want to Know email at least 2x a week with current updates and resources for our businesses.
- We have created a landing page on our website with updates, business info and resources, and the restaurant list of those providing take-out. [Click here](#).

Let's Be Responsible and All Do Our Part

While it may seem like a great idea to be promoting travel at this time, it just isn't. Now is time to put our best foot forward and weather the storm.

There are many great resources out there with social media graphics and messaging and daily articles and reports. Many of those are on our [web page](#), referenced above. An email I recently received from Time Zone One has some great advice for tourism partners ([click here for full article](#)). Below are a few highlights:

- **Don't Go Dark.** Stay active, but be mindful. Marketing is all about momentum, and you want to stay top of mind for when people are ready to get back out there (which WILL happen). Show your commitment to whatever market you are in—because once the tidal wave has passed, you want people to remember that you were still there through it all.

ADVERTISING SAMPLES



We'll be here when the time is right.

The  of Amazing Adventure

GET INSPIRED.
WEST YELLOWSTONE,
MONTANA



The  of Amazing Adventure

WEST YELLOWSTONE, MONTANA



We'll be here when the time is right.

The  of Amazing Adventure

WEST YELLOWSTONE, MONTANA



We'll be here when the time is right.

GET INSPIRED.
WEST YELLOWSTONE, MONTANA



We'll be here when the time is right.

The  of Amazing Adventure

WEST YELLOWSTONE, MONTANA

ABOUT DESTINATION YELLOWSTONE

- (DBA West Yellowstone Chamber/CVB)

Program was established in 1988 through legislature.

Communities must meet requirement of minimum collections to qualify. (Only 18 in the state)

About the Marketing Committee:

- Funded by Montana Lodging Facilities Use Tax (8%) which requires following all MOTBD rules & regulations
- Create and implement annual marketing plan & budget
- Assess and change as needed throughout the year
- Director of Marketing and Marketing Assistant are local
- Interacts with other committees, organizations and directly with TBID

Strategic Goals:

- ✓ Attract visitors by communicating an image consistent with our long-term vision as a vacation destination and one that places high value on existing assets, amenities, and natural resources of the region.
- ✓ Continue to expand our marketing effectiveness by joining our efforts with those of marketing partners. Incorporate the Montana brand pillars and initiatives whenever possible.
- ✓ Continue to target our market as accurately as possible to assure funding is used to reach an audience that asks for information, travels to West Yellowstone, and spends significant dollars.

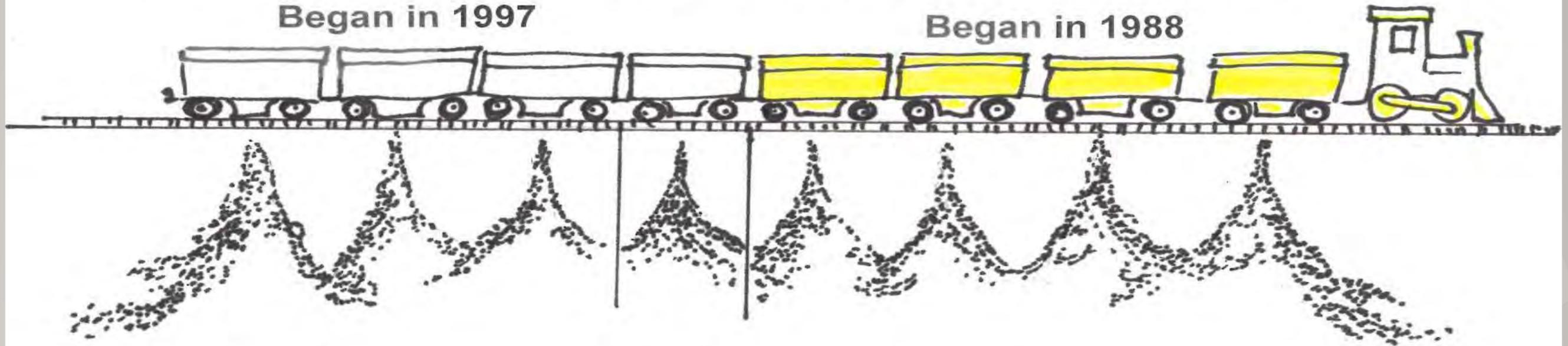
Lodging Facilities Use Tax Collections = MARKETING



Montana State Taxes on Lodging: each train car represents 1%

Began in 1997

Began in 1988

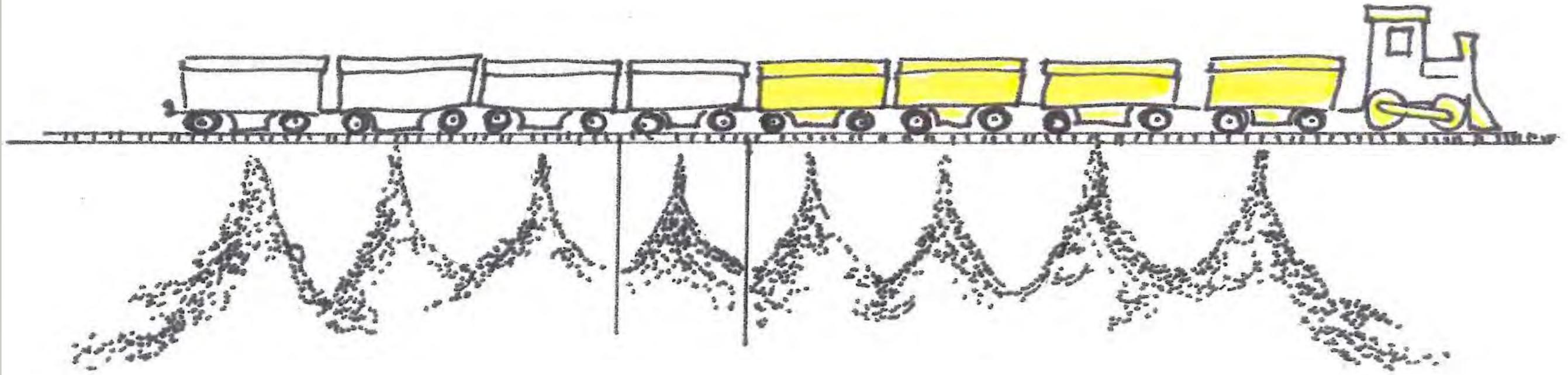


**State of Montana
General Fund**

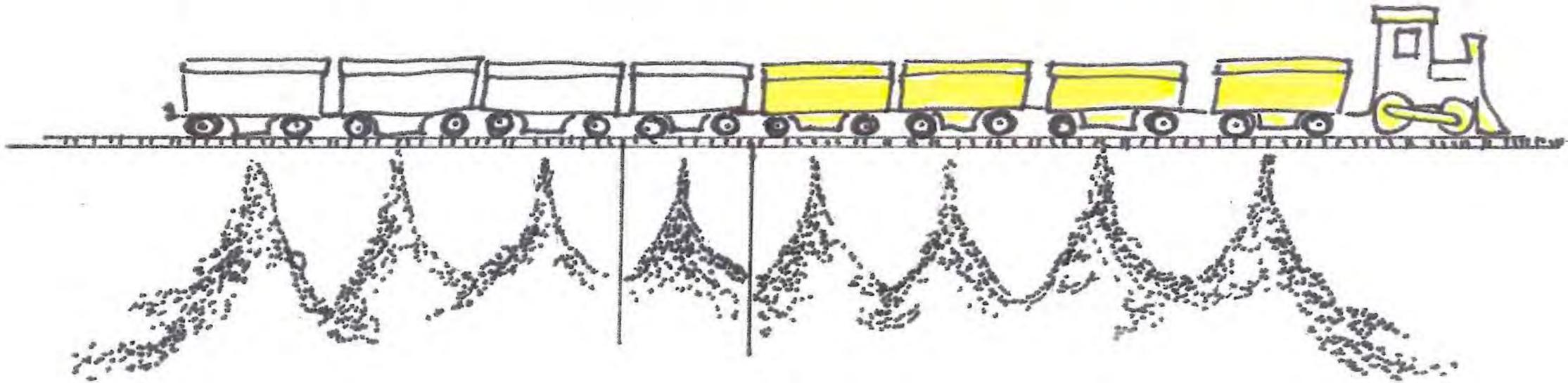
**Historical Society
New State Museum
& Grants to existing**

Began in 2020

**Lodging Facilities Use Tax
Goes to the Department of Commerce
Montana Office of Tourism
and Business Development
For Tourism Promotion
And Promotion of State as a
Film /Commercial Location**



- 1% to the Montana historical society for historical signs and historic sites**
- 2.5% to the University System for Montana travel research**
- 6.5% to Montana Fish, Wildlife and Parks for State Parks maintenance**
- 22.5% goes to the Tourism Regions that have a marketing plan EXCEPT**



EXCEPT:

If 22.5% of the proceeds collected annually with the limits of a city, consolidated city-county, resort area, or resort area district exceeds \$35,000, 50% of the amount available for distribution to the regional nonprofit tourism corporation in the region where the city, consolidated city-county, resort area, or resort area district is located, to be distributed to the nonprofit convention and visitors bureau in that city, consolidated city-county, resort area, or resort area district. An annual marketing plan must be presented and approved.

2.6% goes to the Montana historical interpretation state special revenue account (think Nevada/Virginia Cities and Reeder's Alley in Helena)

EXAMPLE:

FY20 Total West Yellowstone Accommodations Tax @ 7% from 1/01/2019 – 12/31/2019 =
Approx. **\$2,599,195**

Funds collected (returned to CVB for marketing) = Est. \$288,000

GENERAL MEASURABLES

Goals:

- 3% increase in West Yellowstone Resort Tax Collections over the previous fiscal year.
- 1% increase in occupied room nights over the previous fiscal year, as reported by West Yellowstone TBID collections.
- 2% increase in airline arrivals to the West Yellowstone Airport from May 25-Sept. 30. Create baseline for extended timeframe.

✓ **3.8%** Increase in Resort Tax Collections

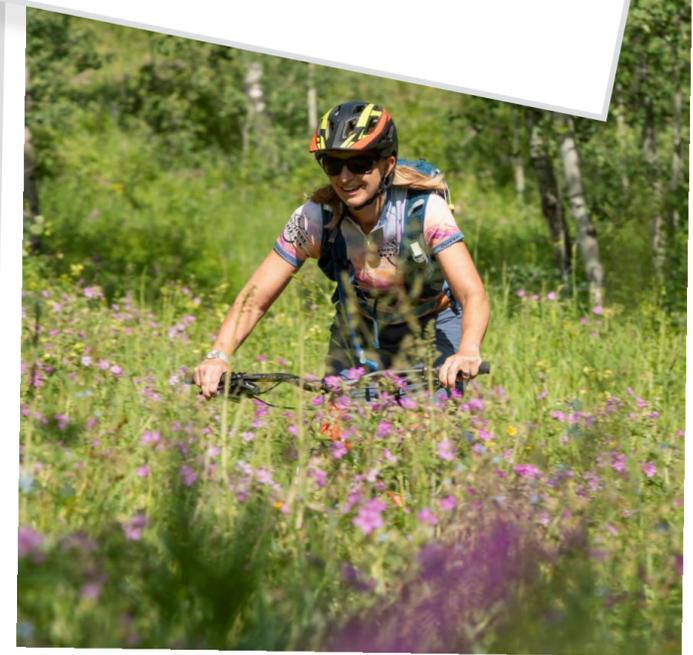
✓ **0%** Room Nights/TBID Collections
(does not include properties under 10 units)

✓ **3.67%** Increase in Arrivals

14.6% Increase in Outgoing Travelers

Other Stats:

- Facilities Use Tax Collections are 3% above previous year (through 4th Qtr)
- YNP & West Entrance Recreational Visits are down approx. 3% YTD
- Visitor Information door count – 126,331 YTD (down 1% from FY19)



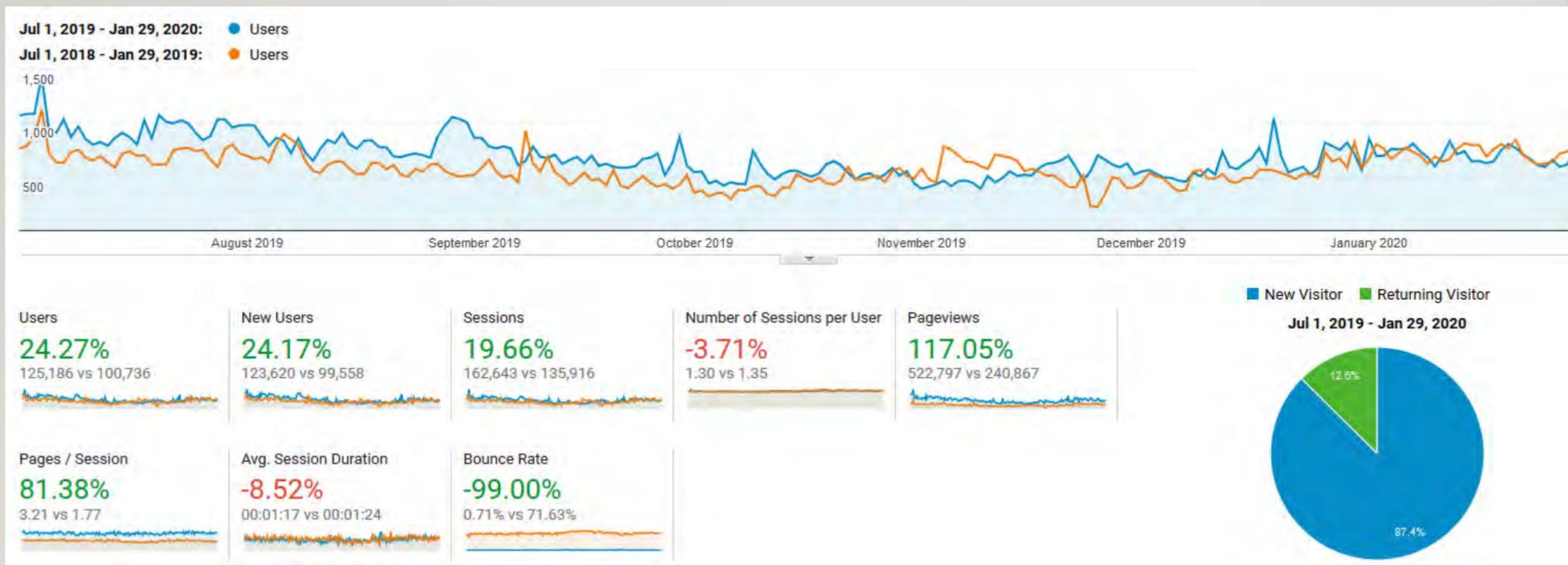
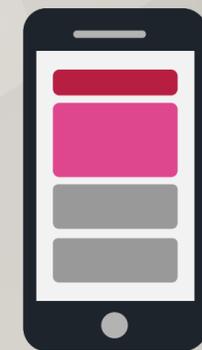
WEBSITE: YEAR-TO-DATE

Goals:

- 8% increase over the previous fiscal year for online campaign landing page as entry point.
- 10% increase in mobile traffic over the previous fiscal year.

✓ **19.65%** increase in Landing Page entry points

✓ **36.9%** increase in Mobile Traffic



SOCIAL MEDIA: YEAR-TO-DATE

Goals:

- 8% increase in social media followers over the previous fiscal year.
- 2% increase in social engagements over the previous fiscal year.

✓ 9% Increase in Followers YTD

✓ 60% Increase in Engagements

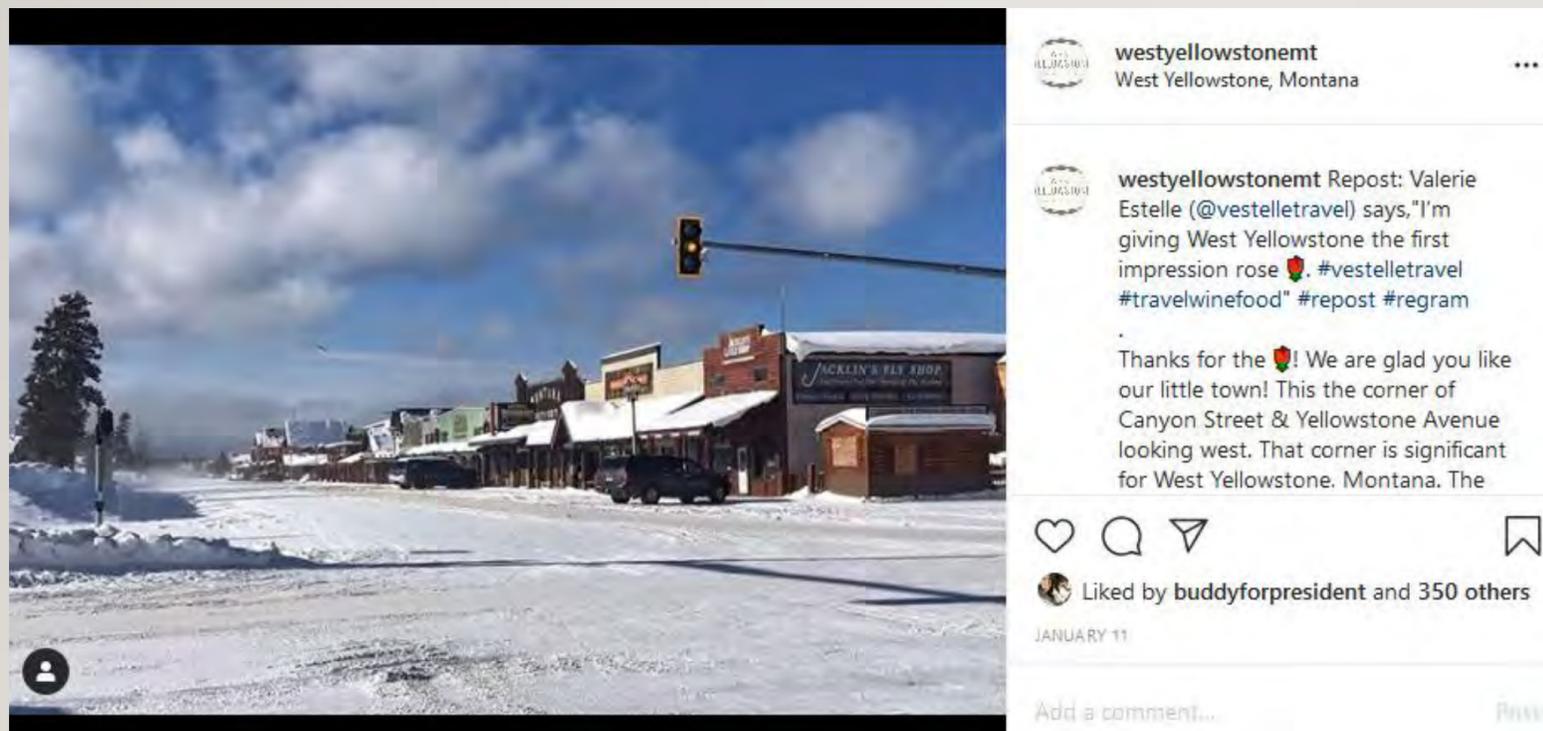


West Yellowstone Chamber
Community Organization [Learn More](#)

384,885 People Reached	11,271 Engagements	Boost Again
---------------------------	-----------------------	-----------------------------

Boosted on Oct 9, 2019
By Wendy Frederick Swenson Completed

People Reached	393.0K	Post Engagemen	74.8K
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ELECTRONIC ADVERTISING (E-BLAST): YEAR-TO-DATE

Goals:

- Increase subscribers by 10%.
- Local emails (B2B): Increasing open rates to 35%, CTR to 20%.
- General/niche emails (B2C): Increasing open rates to 20%, CTR to 7.5%.

✓ **33%** Increase in subscribers
41,666 Subscribers

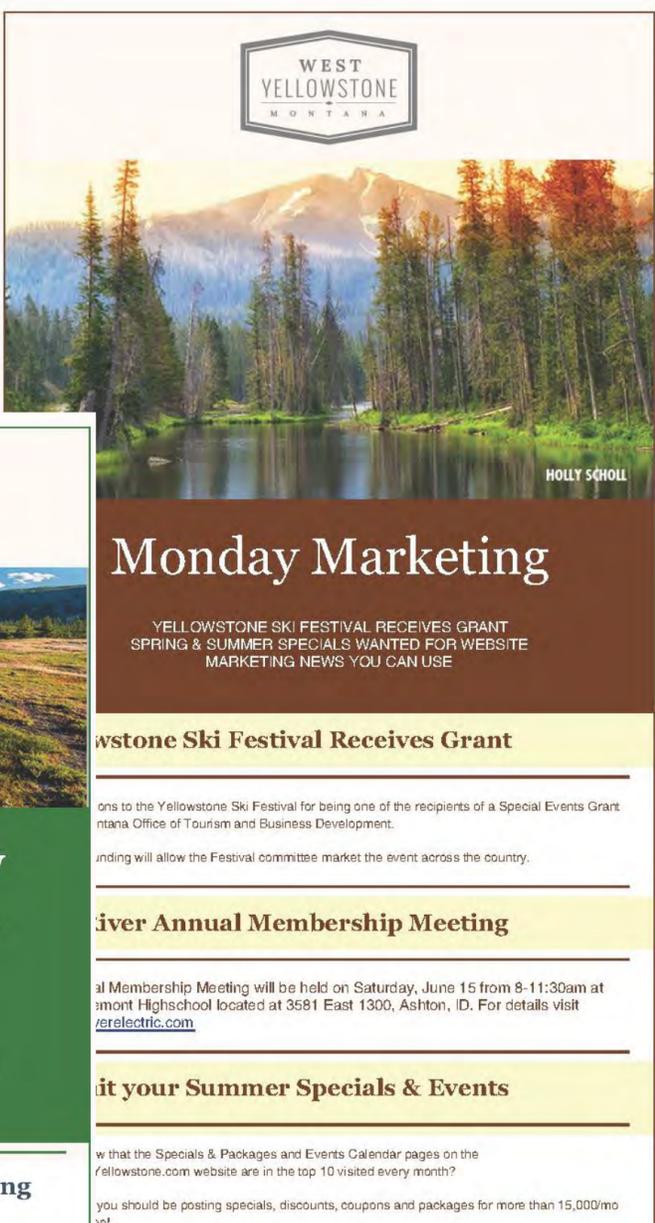
✓ **32%** Open Rate

13% Click Thru Rate

✓ **16%** Open Rate

5% Click Thru Rate

Industry Avg. 16.62% Open Rate
and 2.14% CTR



2019-20 BUDGET DETAIL (YTD)

FY20 Income	
95% Projected Earnings	\$288,753.00
Rollover from FY19	\$110,078.29
Additional Earnings	\$2,346.17
Total	\$401,177.46

Additional revenue and unspent funds from FY19 were added after annual audit.

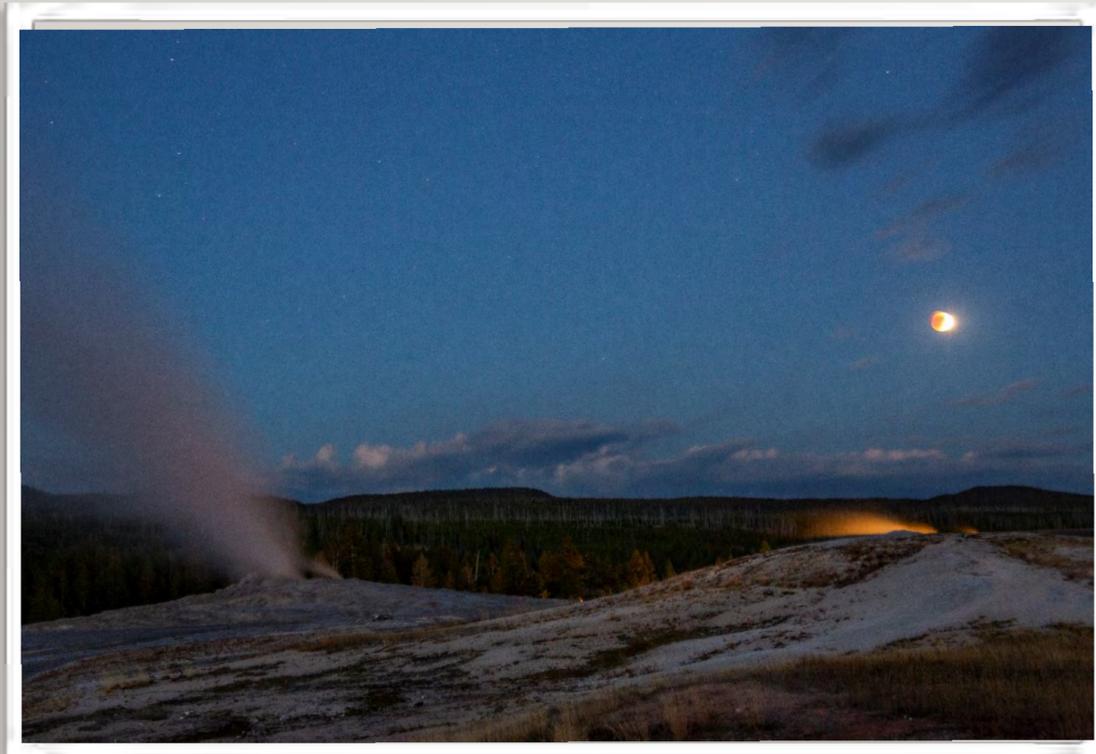


Line Item/Method	Budget	Expenses YTD
Administration (up to 20% of estimated new revenue)	\$51,577.00	\$40,690.42
MARKETING SUPPORT		
TAC Meetings/Gov. Conf/Partner Meetings	\$2,500.00	\$1,248.38
Marketing/PR Position (includes training and travel)	\$63,262.00	\$45,919.19
Fullfillment: Guide Distribution	\$4,500.00	\$1,354.30
VIC Staffing/Support	\$25,000.00	\$18,750.00
Educational Outreach (i.e. workshops)	\$2,000.00	\$0.00
Research	\$13,776.17	\$2,500.00
Crisis Communication	\$100.00	\$0.00
CONSUMER MARKETING		
Website (WYCC & Subsites)	\$40,000.00	\$15,463.96
Joint Ventures (MTOTBD, YC and Community)	\$20,000.00	\$7,338.83
Print Advertising – Newspaper, Magazine, Specialty Publications	\$50,000.00	\$36,262.30
Online Advertising – Mobile, Websites, SEM, Adwords	\$60,000.00	\$51,574.10
Social Media – Contest, Paid Ads, Development	\$10,000.00	\$10,669.09
Electronic Advertising – Eblasts, Enewsletters	\$12,000.00	\$11,998.64
Radio/TV	\$2,500.00	\$2,216.50
Printed Materials – Maps, Calendars, Posters, Flyers	\$4,500.00	\$721.24
Publicity (FAM/Press Tours)	\$7,500.00	\$4,693.47
Photo/Video Library – Paid, Contest	\$15,000.00	\$12,619.08
Opportunity Marketing (up to 10% of estimated new revenue)	\$4,462.29	\$0.00
Consumer Shows	\$12,500.00	\$11,388.83
TOTAL	\$401,177.46	\$275,376.64

FY21 PRELIMINARY BUDGET

FY21 Income	
95% Projected Earnings	\$210,658.00
Rollover from FY20	\$90,000.00
Additional Earnings	
Total	\$300,658.00

Additional revenue and unspent funds from FY20 may be added after annual audit.



Line Item/Method	Budget
Administration (up to 20% of estimated new revenue)	\$42,132.00
MARKETING SUPPORT	
TAC Meetings/Gov. Conf/Partner Meetings	\$2,000.00
Marketing/PR Position (includes training and travel)	\$55,000.00
Fullfillment: Guide Distribution	\$3,500.00
VIC Staffing/Support	\$18,500.00
Educational Outreach (i.e. workshops)	\$100.00
Research	\$2,500.00
Crisis Communication	\$100.00
CONSUMER MARKETING	
Website (WYCC & Subsites)	\$35,000.00
Joint Ventures (MTOTBD, YC and Community)	\$15,000.00
Print Advertising – Newspaper, Magazine, Specialty Publications	\$35,000.00
Online Advertising – Mobile, Websites, SEM, Adwords	\$55,000.00
Social Media – Contest, Paid Ads, Development	\$12,500.00
Electronic Advertising – Eblasts, Enewsletters	\$10,500.00
Radio/TV	\$100.00
Printed Materials – Maps, Calendars, Posters, Flyers	\$3,000.00
Publicity (FAM/Press Tours)	\$5,000.00
Photo/Video Library – Paid, Contest	\$4,000.00
Opportunity Marketing (up to 10% of estimated new revenue)	\$1,626.00
Consumer Shows	\$100.00
TOTAL	\$300,658.00

FY21 BUDGET ALTERNATIVES

	25% Decrease	30% Decrease	50% Decrease	60% Decrease	75% Decrease	Other Option
Income	Forecast					(No 2nd Qtr/3rd down 25%)
WYM estimate bed tax revenue: (95% of estimated collection)	\$216,000.00	\$210,658.00	\$150,470.00	\$120,376.00	\$75,235.00	\$190,465.00
WYM <i>estimated funds</i> not expended from FY20	\$90,000.00	\$90,000.00	\$90,000.00	\$90,000.00	\$90,000.00	\$90,000.00
WYM estimated additional earnings beyond estimate above						
	\$306,000.00	\$300,658.00	\$240,470.00	\$210,376.00	\$165,235.00	\$280,465.00
Project Description/Category						
Administrative (up to 20% of 95% of estimated collection)	\$43,200.00	\$42,132.00	\$30,094.00	\$24,057.00	\$15,035.00	\$38,093.00
Research	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00
Marketing Support						
TAC Meetings/Gov Conf/Partners Marketing	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00
Marketing and Professional Services Position	\$55,000.00	\$55,000.00	\$55,000.00	\$55,000.00	\$55,000.00	\$55,000.00
Guide distribution	\$3,500.00	\$3,500.00	\$3,000.00	\$3,000.00	\$3,000.00	\$3,500.00
VIC Staffing/Support	\$20,000.00	\$18,500.00	\$18,500.00	\$15,000.00	\$15,000.00	\$18,500.00
Educational Outreach	\$500.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00
Crisis Communication (includes members, B2B and B2C)	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00
Consumer						
Consumer Shows	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00
Website: maintenance, development, updates, web cam (includes event sub-sites)	\$35,000.00	\$35,000.00	\$30,000.00	\$30,000.00	\$22,000.00	\$32,000.00
Publicity (Press, FAM Trips)	\$5,000.00	\$5,000.00	\$2,500.00	\$100.00	\$100.00	\$5,000.00
Joint Ventures	\$15,000.00	\$15,000.00	\$9,376.00	\$5,000.00	\$100.00	\$12,500.00
Print Advertising - All campaigns and events	\$35,000.00	\$35,000.00	\$25,000.00	\$15,000.00	\$15,000.00	\$30,000.00
Online Advertising - All campaigns and events, WYCC website	\$55,000.00	\$55,000.00	\$40,000.00	\$35,719.00	\$25,000.00	\$50,000.00
Social Media - Paid Ads for all events, campaigns, website & pages	\$12,500.00	\$12,500.00	\$10,000.00	\$10,000.00	\$4,000.00	\$12,500.00
Electronic Advertising - E-blasts, E-newsletters	\$10,500.00	\$10,500.00	\$7,500.00	\$10,000.00	\$4,000.00	\$10,500.00
Radio/TV - All campaigns and events	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00
Printed Materials (maps, calendars, posters)	\$3,000.00	\$3,000.00	\$2,000.00	\$2,000.00	\$1,500.00	\$2,872.00
Photo/Video Library	\$5,000.00	\$4,000.00	\$2,500.00	\$500.00	\$500.00	\$5,000.00
Opportunity Marketing (up to 10% of 95% of estimated collection)	\$3,000.00	\$1,626.00	\$100.00	\$100.00	\$100.00	\$100.00
TOTAL	\$306,000.00	\$300,658.00	\$240,470.00	\$210,376.00	\$165,235.00	\$280,465.00

LOOKING TO OUR FUTURE

What direction are we taking as a DMO and Marketing of the Community?

FY21 Considerations:

- Focusing on niche marketing – outdoor recreation, open space
 - Increase electronic, digital and social
Adding new methods like Connected TV
- Strategic Planning
 - Increasing community and stakeholder buy-in and education
- Evaluating target markets and refocusing efforts on drive markets including surrounding states, UT, AZ, NV, CA, CO

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Governor Bullock Announces Consumer Protections to Lessen Financial Hardships on Montanans During COVID-19 Pandemic

New Directive Temporarily Stops Evictions, Foreclosures and Cancellation of Utilities

Tuesday, March 31, 2020/Categories: [Governor's Office](#), [Montana.gov](#)/Tags:

Governor Steve Bullock today announced consumer protections to lessen the economic impacts on Montanans during the COVID-19 statewide emergency by stopping evictions, foreclosures and cancellation of utility services including water, heating and internet service.

“One of my top priorities is continuing to find ways to ease the financial hardships on Montanans. So long as this virus forces Montanans to stay home to save lives, Montanans need a home to stay in,” Governor Bullock said. **“This order ensures that a loss of income won’t lead to Montanans losing their homes or having the heat turned off if they can’t pay the rent or make their monthly utility bill.”**

For the duration of the Directive, landlords are prohibited from terminating a lease or refusing to renew or extend the terms of a current lease agreement, at least on a month-to-month basis. It also prohibits late fees or other penalties due to late or nonpayment of rent, prohibits rent increases except for those previously agreed upon and prohibits landlords from seeking damages in court due to nonpayment of rent.

The Directive also stops involuntary sales of homes, foreclosures, liens placed on residential properties or late fees charged due to inability to pay mortgage payments on time for the duration of the Directive.

The Directive does not relieve tenants from paying rent or borrowers from paying mortgages or other financial obligations related to homeownership.

Additionally, the Directive prohibits suspension of utilities during the emergency, including electricity, gas, sewage disposal, water, telephone, or internet services, and prohibits late fees for bills due during the Directive.

The federal CARES Act (Coronavirus Aid, Relief and Economic Security) passed by Congress on Friday includes additional funding for the Low Income Energy Assistance Program (LIEAP), which helps low-income households with heating homes, weatherization, and energy-related low-cost home repairs or replacements. LIEAP in Montana is administered by DPHHS. To apply for LIEAP, contact your local LIEAP (Human Resource Development Council) offices, call 1-833-317-1080 or visit the state’s LIEAP website at www.lieap.mt.gov.

Finally, the Directive also requires public housing authorities to extend deadlines for housing assistance recipients. It also requires the Montana Commissioner of Banking, along with the Montana Department of Commerce, to identify tools that could be used to bring Montanans relief from the threat of residential foreclosure, and to promote housing stability.

Governor Bullock declared a statewide emergency to respond to COVID-19 on March 12. The Directive is effective now through April 10, 2020, in line with other Directives, though it may be extended.

[The full Directive is linked here.](#)

Print

**Chapter 8.08
FIREWORKS**

Sections:

8.08.010 Sale, discharge and use prohibited.

8.08.020 Compulsory removal of stock.

8.08.030 Violation--Penalty.

8.08.010 Sale, discharge and use prohibited.

For the purposes of this Section, the term "Fireworks" shall have the meaning as defined in MCA 50-37-101.

The sale, solicitation, discharge, firing, or use of fireworks or other substances designed or intended for pyrotechnic display or demonstration within the Town is prohibited; provided that the Town may, at any time, in writing, permit a public display of fireworks under such conditions, supervision, limitations, and precautions as they may prescribe and by properly qualified persons, with due regard to the safety of persons and property.

The prohibition set forth in this Section shall not apply to the sale and purchase of fireworks for three (3) calendar days prior to and including July 4th and December 31st each year, and as set forth below. There shall be no purchase, possession, or use of any firework by a person less than eighteen (18) years old.

Discharge and use shall be allowed upon the following conditions:

~~A~~—There shall be no discharge of fireworks from or into any national forest, national park, state highway, or Town park.

~~B~~— There shall be no discharge of fireworks within one hundred (100) feet of a church or medical facility; or within fifty (50) feet of any entrance to any business location or hotel.

~~C~~— There shall be no discharge of fireworks from or towards a motor vehicle, motorcycle, or snowmobile.

~~D~~— ~~There shall be no discharge of fireworks that ignite or explode above the height of twenty (20) feet, except when permitted for a public display as approved by the Town Council.~~

~~E~~— There shall be no discharge of fireworks within the district bounded by and including Firehole Avenue east to Boundary Street, Boundary Street south to Yellowstone Avenue and continuing south along the property boundary with Yellowstone National Park to the boundary with United States Forest Service property, west on the boundary with Forest Service property to Canyon Street, north on Canyon Street to Gray Wolf Avenue, west on Gray Wolf Avenue to Electric Street, north on Electric Street to Firehole Avenue, as shown on the map included as Attachment A to the ordinance codified in this section.

~~F~~— There shall be no discharge or use of fireworks on the area of Town commonly known as "The Historic District" as well as "The Old Airport," "The 80 Acres," or any other lands owned or leased by the Town outside of the municipal boundaries of the Town.

~~G~~— There shall be no discharge of fireworks earlier than 12:00 p.m. (noon) on July 4th, and 5:00 p.m. on December 31st, nor later than 11:00 p.m. on July 4th, and 12:30 a.m. on January 1st of each year.

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~~H~~ There shall be no discharge of fireworks ~~within fifty (50) feet of or~~ toward another person or group of people, or in the vicinity of or toward any animal, in such manner to expose such person, persons or animal to the risk of injury or harm.

~~H~~ There shall be no discharge of any fireworks within two hundred (200) feet of any business dispensing any flammable fuel or compressed gas product.

~~K~~ Any person discharging, or supervising the discharge of fireworks as provided in this Section shall promptly clean, remove, and responsibly dispose of any litter, garbage, or debris resulting from such discharge. Any person failing to do so may be cited by law enforcement as appropriate.

~~L~~ The sale, purchase, discharge, and use of fireworks, as permitted by this Section, shall be suspended when fire danger reaches a designation of "high" as determined by the United States Forest Service, or may be suspended at any time by declaration of the Town Manager of West Yellowstone, at their discretion, as follows: upon the recommendation of the fire chief of the Hebgen Basin Rural Fire District, or the chief of the West Yellowstone Police Department, or for other legitimate reasons. In the event of such declaration, the Hebgen Basin Rural Fire Department, ~~and~~ the West Yellowstone Police Department, and the general public shall be immediately notified of the declaration.

Except as specifically provided in this Section, the provisions of Title 50, Chapter 37, Montana Code Annotated, shall apply to the Town of West Yellowstone. (Ord. 257, 2012; Ord. 203, 1999; Ord. 8 (part), 1967)

8.08.020 Compulsory removal of stock.

The Town may, at its discretion, remove or have removed, at the owner's expense, all stock of fireworks and articles specified in Section 8.08.010, and any similar article or combustible, exposed for sale or held in stock in violation of this Chapter. (Ord. 8 (part), 1967)

8.08.030 Violation--Penalty.

Violation of this Chapter is a municipal infraction subject to the provisions of Sections 7-1-4150 through 7-1-4152, MCA. (Ord. 207 §§19, 42, 2000)

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