

Town of West Yellowstone

Tuesday, May 19, 2020

West Yellowstone Town Hall, 440 Yellowstone Avenue

The Town Council work session/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 5:15 PM. Members of the public are requested to ensure their audio is muted during the meeting and may make comments using the “Chat” function.

TOWN COUNCIL WORK SESSION

5:30 PM

Goal Setting

Discussion

TOWN COUNCIL MEETING

7:00 PM-or immediately following the conclusion of the work session

Pledge of Allegiance

Comment Period,

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

Claims ∞

Consent Agenda: **Minutes of the May 5, 2020 Town Council Meeting** ∞

Town Manager & Department Head Reports

Public Hearing: Ordinance No. 271, Fireworks

UNFINISHED BUSINESS

Fireworks Ordinance Revisions, 1st Reading

Discussion/Action ∞

Public Hearing: Resolution No. 742, Budget Amendments

NEW BUSINESS

Resolution No. 742, Budget Amendments

Discussion/Action ∞

Marketing and Promotions Fund Award Recommendation

Discussion/Action ∞

WY Chamber of Commerce, COVID-19 Recovery Marketing Campaign

COVID-19 Response

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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TOWN OF WEST YELLOWSTONE
Claim Approval List
For the Accounting Period: 5/20

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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
46899		1089 Gallatin County Treasurer		764.00					
	April 2020	04/30/20 Tech surcharge		195.00		COURT	7458 212200		101000
	April 2020	04/30/20 MLEA		250.00		COURT	7467 212200		101000
	April 2020	04/30/20 Public Defender		0.00		COURT	7468 212200		101000
	April 2020	04/30/20 Victims Assistance		319.00		COURT	7699 212200		101000
46902		2853 Two Seasons Recycling		500.00					
	2020860	04/30/20 monthly recycling 4/20		500.00		PARKS	1000 460430	534	101000
46905		2822 ClearBlu Cleaning Services		2,780.00					
	05/06/20	April 2020 - Town Hall		1,000.00*		TWNHLL	1000 411250	357	101000
	05/06/20	April 2020- Library		400.00		LIBES	1000 411259	357	101000
	05/06/20	April 2020 - Trailhead Bldng.		130.00		TRLHED	1000 411256	350	101000
	05/06/20	April 2020 - Povah		450.00*		POVAH	1000 411255	350	101000
	05/06/20	April 2020 - Chamber Bldng.		550.00		CHAMB	1000 411257	357	101000
	05/06/20	April 2020 - Park Bathrooms		250.00		PARKS	1000 411253	357	101000
46906		2421 NAPA Auto Parts		4,375.08					
	05/31/20	Napa Supplies		4,037.19*		STREET	1000 430200	220	101000
	05/31/20	Napa Supplies		0.00		STREET	1000 430200	361	101000
	05/31/20	Napa Supplies		193.45		PARKS	5210 430500	251	101000
	05/31/20	NAPA supplies		13.86		WATER	5210 430550	220	101000
	05/31/20	NAPA supplies		130.58		SEWER	5310 430600	366	101000
46908		2813 Century Link		62.00					
	04/28/20	DSL Pub Serv Office 646-7949		62.00		ROAD	1000 430200	345	101000
46913		2264 MORNING GLORY COFFEE & TEA		33.75					
	969026	03/23/20 Dispatch coffee		33.75		DISP	1000 420160	220	101000
46914		2575 WY Tourism Business Improvement		5,573.62					
	04/30/20	Collections for April 2020		5,573.62		TBID	7202 411800	540	101000
46915		2789 WEX Bank		2,493.34					
	05/01/20	07 Ford Expedition 6-54563A		40.18*		WATER	5210 430500	231	101000
	05/01/20	07 Ford Expedition 6-54563A		40.18*		SEWER	5310 430600	231	101000
	05/01/20	06 Dodge Durango 6-1374		35.57		PUBSER	1000 430200	231	101000
	05/01/20	17 Dodge Ram #1		138.54		POLICE	1000 420100	231	101000
	05/01/20	17 Dodge Ram #2		194.92		POLICE	1000 420100	231	101000
	05/01/20	10 Ford Expedition 6-000046		0.00		SOCSEK	1000 450135	231	101000
	05/01/20	11 Ford Expedition 6-21425A		53.35		POLICE	1000 420100	231	101000
	05/01/20	10 JD Backhoe 310SJ		64.54		STREET	1000 430200	231	101000
	05/01/20	77 Int'l Dumptruck		0.00		STREET	1000 430200	231	101000
	05/01/20	Snow Blower		0.00		STREET	1000 430200	231	101000

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	05/01/20	02	Freightliner		0.00		STREET 1000 430200	231	101000
	05/01/20	140	G Grader		10.89		STREET 1000 430200	231	101000
	05/01/20	CAT	936 Loader		48.31		STREET 1000 430200	231	101000
	05/01/20	91	Ford 6-582		42.15		STREET 1000 430200	231	101000
	05/01/20	15	Sweeper		256.13		STREET 1000 430200	231	101000
	05/01/20	SS	Snow Blower Green		0.00		STREET 1000 430200	231	101000
	05/01/20	14	Water Truck		93.91		STREET 1000 430200	231	101000
	05/01/20	00	Freightliner Dump 6-60700A		30.11		STREET 1000 430200	231	101000
	05/01/20	2010	JD 772 Grader		233.20		POLICE 1000 420100	231	101000
	05/01/20	02	Freightliner Dump 6-54564A		51.57		STREET 1000 430200	231	101000
	05/01/20	08	Ford Pickup 6-1450		26.71*		WATER 5210 430500	231	101000
	05/01/20	08	Ford Pickup 6-1450		26.71*		SEWER 5310 430600	231	101000
	05/01/20	08	GMC Pickup 6-1484		56.13		STREET 1000 430200	231	101000
	05/01/20	08	CAT 938H Loader		162.30		STREET 1000 430200	231	101000
	05/01/20	08	904B MiniLoader		59.65*		STREET 5210 430500	231	101000
	05/01/20	01	Freightliner truck 1		0.00		STREET 1000 430200	231	101000
	05/01/20	01	Freightliner truck 2		20.98		STREET 1000 430200	231	101000
	05/01/20	08	Ford Escape (multi-use)		23.50*		WATER 5210 430500	231	101000
	05/01/20	08	Ford Escape (multi-use)		23.50*		SEWER 5310 430600	231	101000
	05/01/20	14	Police Interceptor		147.00		POLICE 1000 420100	231	101000
	05/01/20	15	Ford F-250		69.99		STREET 1000 430200	231	101000
	05/01/20	18	Dodge Ram-PW		143.03		STREET 1000 430200	231	101000
	05/01/20	18	Dodge Ram-Police		218.68		POLICE 1000 420100	231	101000
	05/01/20	19	Dodge Durango		134.84		POLICE 1000 420100	231	101000
	05/01/20		Tractor		0.00		STREET 1000 430200	231	101000
	05/01/20	19	Dodge 5500		46.77		STREET 1000 430200	231	101000
46940		999999	NEPHI TRENT BARLOW		95.00				
	05/12/20		Exonerated Bond		95.00		COURT 7469 212401		101000
46941		999999	MARRIANN MARALAND TURNER		115.00				
	05/12/20		Exonerated Bond		115.00		COURT 7469 212401		101000
46942	E	2673	First Bankcard		3,435.00				
	04/09/20		Peak Software/Sportsmans		3,435.00		LEGIS 1000 410100	870	101000
46943	E	2673	First Bankcard		289.34				
	04/20/20		Deemo's Meats -Food Bank		324.00		HELP 7010 450135	220	101000
	04/16/20		Late fee/finance chrg credit		-34.66*		FINANC 1000 410510	631	101000

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46944		1992 Big Sky Journal		30.00					
	Summer 20	05/14/20 1 year subscrip		30.00		LIBRY	2220 460100	215	101000
46945		2800 RDO Equipment Co.		130.64					
	P4647616	05/12/20 Part supplies for Sweeper		130.64		STREET	1000 430200	369	101000
46946		135 Food Roundup		54.89					
	04/27/20	Dispatch supplies		4.89		DISPTC	1000 420160	220	101000
	04/30/20	Gift Certificate		50.00*		LEGISL	1000 410100	220	101000
46947		162 House of Clean		227.81					
	257900	05/11/20 Nitrile Exam Gloves		22.28		PARKS	1000 460430	220	101000
	257293	05/04/20 Sanitizer, disinfectant Soc Se		205.53		PARKS	1000 460430	220	101000
46948		2099 Quick Print of West Yellowstone		726.46					
	13281	05/06/20 Stickers for all Recycling Bin		495.00		PARKS	1000 460430	534	101000
	13267	04/30/20 Closed Signs for Park Bathrms		90.16		PARKS	1000 460430	220	101000
	13249	04/27/20 Closed signs for Bball/Playgrn		44.20		PARKS	1000 460430	220	101000
	13288	05/07/20 Print bball/playground signs		76.86		PARKS	1000 460430	220	101000
	13233	04/10/20 PostIt Notes/Set up of Posterb		20.24		PARKS	1000 460430	220	101000
46949		2908 Frontline Ag Solutions, LLC		165.46					
	735677	05/11/20 Repair Supplies		165.46*		STREET	1000 430200	220	101000
46950		2937 CINTAS First Aid & Safety		73.53					
	5017040152	05/08/20 First Aide Supplies		73.53		STREET	1000 430200	351	101000
46951		2 Forsgren Associates P.A.		37,197.00					
	120136	04/25/20 WWTP Contract BillingPrelimdes		36,807.00*		SEWER	5320 430640	951	101000
	120132	04/25/20 Correspond Parker drainage req		155.00*		PLANNG	1000 411000	354	101000
	120132	04/25/20 Water/Sewer Operation support		117.50		WATER	5210 430500	354	101000
	120132	04/25/20 Water/Sewer Operation support		117.50		SEWER	5310 430600	354	101000
46952		999999 YELLOWSTONE HARLEY DAVIDSON		500.00					
	05/08/20	Refund of Resort Tax Bond		500.00		RTBOND	2100 214000		101000
46953		65 T & E		1,865.99					
	CS0444809	05/01/20 Brushes for Angle Sweeper		2,108.05		ROAD	1000 430200	369	101000
	BLCR009068	04/22/20 Core Return		-242.06			1000 430200	369	101000

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46954	393858	05/06/20	29 Terrell's Office Machines Inc Toner Soc Serv	92.00 92.00*		SOCSER	1000 450135	220	101000
46955		05/07/20	999999 DAYNE SCOTT MILLER Exonerated Bond	250.00 250.00		COURT	7469 212401		101000
46956	AIV-1083	04/29/20	171 Montana Food Bank Network Partner Agency Annual fee	75.00 75.00		HELP	7010 450135	335	101000
46958		10/24/19	2894 Brannon & Brannon Psychological Pre-employment screen for	400.00 400.00		DISPCH	1000 420100	351	101000
46959	1111	05/04/20	3191 Miller Law, PLLC Water rights	3,313.80 3,313.80		WATER	5210 430500	354	101000
46960	311301	05/04/20	379 Energy Laboratories, Inc WW Influent	196.25 196.25		SEWER	5310 430600	357	101000
46961	15293	04/13/20	1311 Teton Communications Radio repairs Police	562.00 562.00		POLICE	1000 420100	362	101000
46962	79138352	05/04/20	2586 Waxie Sanitary Supply Povah Soap for Dishwasher	619.07 619.07		PARKS	1000 460430	220	101000
46963		04/28/20	547 WY Chamber of Commerce VIC support 1/2 FY 20	14,500.00 14,500.00		LEGIS	1000 410100	870	101000
46964		04/02/20	40 Jerry's Enterprises Fuel	67.88 67.88		STREET	1000 430200	231	101000
46965	13897569	04/29/20	2684 Titan Machinery Sweeper Parts	1,852.09 1,852.09		STREET	1000 430200	369	101000
46966	0045357	04/30/20	266 Utilities Underground Location 8 excavation notifications	12.56 12.56		WATER	5210 430500	357	101000
46967		05/01/20	2898 TransUnion Risk and Alternative background check - PD	50.00 50.00		POLICE	1000 420100	398	101000

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46968	05/06/20	2743 Montana Quarterly 1 yr Subscription		21.00 21.00		LIBRY	2220 460100	215	101000
46969	869837 04/30/20	764 General Distributing Co. Welding supplies		53.40 53.40*		STREET	1000 430200	220	101000
46970	04/30/20	151 Gallatin County WY TS/Compost Garbage disposal		257.45 257.45		PARKS	1000 460430	534	101000
46971	5693 04/30/20 5693 04/30/20 5616 05/05/20	2952 DIS Technologies warranty renewal tag#8CZZGB2 warranty renewal tag#B7TSJH2 monthly managed svcs		1,747.51 358.00 646.23 743.28		DISPCH DISPCH TWNHAL	1000 420160 1000 420160 1000 410580	398 398 355	101000 101000 101000
46972	01/31/20	999999 DAVID DILDAY Fire Victim donation distribut		29.00 29.00		HELP	7010 450135	711	101000
46973	118 05/04/20	3267 Big Daddy J's Fabrication Adjustable Gantry Crane sewer		3,500.00 3,500.00		6862	5310 430630	369	101000
46974	01/31/20	999999 DAVID ARNADO Fire victim donation distribut		17.75 17.75		HELP	7010 450135	711	101000
46975	01/31/20	999999 LUIS RESENDIZ Fire victim donation distribut		17.75 17.75		HELP	7010 450135	711	101000
46976	01/31/20	999999 HEATH HANSEN Fire victim donation distribut		17.75 17.75		HELP	7010 450135	711	101000
46977	04/08/20 04/15/20 04/25/20	533 Market Place Dispatch Supplies Dispatch Supplies Gift Certificate		73.35 10.08 13.27 50.00*		DISPCH DISPCH LEGIS	1000 420160 1000 420160 1000 410100	220 220 220	101000 101000 101000
46978	3984677 03/24/20	951 Barnes & Noble Books		257.88 257.88		LIBRY	2220 460100	215	101000
46979	5652 04/27/20	3268 Libdata Libdatatimeprintwaitinglistmod		400.00 400.00		LIBRY	2220 460100	398	101000

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46980	2635 Jake's Automotive and Tire	87.07					
	23709 05/01/20 Tire Repairs on '14Ford interc	87.07		STREET	1000 430200	361	101000
46981	999999 DRIGGS, BILLS & DAY, P.C.	70.00					
	05/14/20 Refund Pavilion Rental 7/20	70.00		PAVIL	1000 361000		101000
46982	E 2673 First Bankcard	1,427.32					
	03/31/20 Badge Trujillo	270.00		POLICE	1000 420100	220	101000
	136244511 04/05/20 RockAuto Tail Lamp'17RAM	233.78		POLICE	1000 420100	220	101000
	19827094 04/06/20 Ammunition Newell	244.95		POLICE	1000 420100	220	101000
	04/07/20 Alco Pro-Repair AlcoholScrnde	138.45		POLICE	1000 420100	220	101000
	136715761 04/10/20 RockAuto Tail Lamp'17RAM	83.88		POLICE	1000 420100	220	101000
	04/14/20 RockAuto Tail Lamp'17RAM Credi	-217.39		POLICE	1000 420100	220	101000
	04/24/20 Westmart-Spray paint-targets	10.98		POLICE	1000 420100	398	101000
	15690746 04/24/20 Evidence bag,peppergel,	242.98		POLICE	1000 420100	220	101000
	915052 04/27/20 Taser Cartridges	466.35		POLICE	1000 420100	389	101000
	04/16/20 late fee/finance charge crdit	-80.65*		FINANC	1000 410510	631	101000
	05/04/20 Interest charge	33.99*		FINANC	1000 410510	631	101000
46983	E 2964 CITI CARDS	676.28					
	05/05/20 Newegg refund	-262.81		ADMIN	1000 410210	212	101000
	04/06/20 late fee refund	-39.00*		FINADM	1000 410510	631	101000
	04/06/20 interest refund	-64.10*		FINADM	1000 410510	631	101000
	04/10/20 Newegg, monitor w webcam	294.98		ADMIN	1000 410210	212	101000
	04/07/20 Wild West, supplies	56.16*		LEGIS	1000 410100	220	101000
	04/08/20 Amazon, webcam	103.26		ADMIN	1000 410210	212	101000
	04/10/20 Re-Compute, webcam	49.99		ADMIN	1000 410210	212	101000
	04/14/20 Wild West, supplies	35.36*		LEGIS	1000 410100	220	101000
	04/27/20 Amazon, supplies	27.99*		ADMIN	1000 410210	220	101000
	05/02/20 Office Depot, office chair	369.99		ADMIN	1000 410210	364	101000
	05/04/20 Zoom, monthly fee	14.99*		LEGIS	1000 410100	220	101000
	05/05/20 Wild West, supplies	89.47*		LEGIS	1000 410100	220	101000
	# of Claims 51	Total: 92,132.07					
	Total Electronic Claims	5,827.94	Total Non-Electronic Claims		86304.13		

WEST YELLOWSTONE TOWN COUNCIL
Town Council Meeting & Work Session
May 5, 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 & Waste Water Superintendent Greg Johnson

Gallatin County Health Officer Matt Kelley, Caitlyn Johnson, Dr. Jane Gillette-candidate for Montana House District No. 64, Randy Chamberlin-candidate for Montana House District No. 64, Drew Barney, Denice Sabolsky, Janna Turner, Jason Brey, Kaitlin Johnson, Lewis Robinson III, Lisa Johnson, Marysue Costello, Jan Neish-Island Park News, Pierre Martineau, Randy Wakefield, Rob Gilmore, Sarah Heames, Shane Grube-Fire Chief, Shelley Johnson, Teri Gibson, Toni Brey,

The meeting is called to order by Mayor Jerry Johnson 5:00 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

The purpose of the work session is to conduct the annual evaluation of Town Manager, Dan Sabolsky. The meeting is a closed session with no public participation.

The work session adjourns at 6:55 PM and the regular meeting begins at 7:00 PM.

Public Comment Period

Matt Kelley, Gallatin County Health Officer, addresses the group. Kelley reports that they are gradually starting to reopen businesses throughout Gallatin County. He says they have been in contact with Yellowstone National Park Superintendent Cam Sholly and everyone is working together to develop a plan for opening the park. They expect the plan for Yellowstone will also be a phased approach. Forsythe asks about the availability of testing for the virus. Kelley responds that testing is typically only conducted when there are symptoms or reasons to believe someone has been exposed. He says the only place is aware that there is testing of widespread testing of everyone is at the White House. Council Member Mathews asks questions about use of an Abbott machine for testing in the West Yellowstone area. Kelley responds that an Abbott machine is more of a secondary way to test but does give faster results. Kelley explains that rapid or immediate testing is not yet available. He says that as of just six weeks ago, they had to convince a doctor at the CDC to test the sample they had taken because they had good reason to believe they had a patient with the virus. They have come a long way, but they are still at a point where they can only test symptomatic patients. Kelley reports that later this week, they will have a registered sanitarian in West Yellowstone to meet with business owners and answer questions. They are also planning a "Town Hall" meeting just for West Yellowstone to provide opportunities for business owners to ask questions about reopening and being prepared for the virus. Kelley indicates that he will make sure the Town Hall and Chamber know what time that meeting will be so they can inform citizens.

Randy Chamberlin-candidate for Montana House District 64. Chamberlin introduces himself and explains he has lived in House District 64 in Gallatin County for 25 years with his wife, children and now has ten grand-children. He explains he is a home-builder and owns a steel structure buildings business. He says he is a pro-life conservative and supports less government and less taxes. Chamberlin explains that he opposes Obama-Care, which is contrary to his

opponent. Chamberlin says he will be at the West Yellowstone city park tomorrow at 12 noon and would be happy to answer any questions. He says he is also on Facebook, Chamberlin for Montana, or by email.

Dr. Jane Gillette-candidate for Montana House District 64. Gillette introduces herself and explains she was a dentist in the Air Force for 14 years. She also holds a masters degree in Public Health from the University of Montana. She briefly describes her experience and expertise on a variety of boards and sits on Greg Gianforte's campaign finance committee. She acknowledges that West Yellowstone is expecting to face decreased resort tax and property tax due to the virus. She points out that West Yellowstone has a fairly high property tax rate, considerably higher than the Bozeman area.

Jason Brey-US Custer/Gallatin National Forest Service District Ranger addresses the meeting. He explains that their offices are still closed and staff are predominantly working from home, but restrictions are starting to lift and some people are getting back out in the field. He says they have delayed the opening of most of the campgrounds in the area to May 15 and the rest by Memorial Day weekend. He says they expect to open the Quake Lake Visitors Center by the time Montana moves into Phase 2 of the Governor's Reopening Plan. He also mentions that wood cutters can go out and cut firewood for free at this time as long as they follow all regulations.

Council Comments

Council Member Travis Watt reports that the Yellowstone Half Marathon has been delayed for this year and the Yellowstone Rod Run Committee decided today to also delay their event until next year. Watt also reports that the parents of the senior class met today and are tentatively planning to hold High School Graduation on the football field, May 30, 2020, to allow for social distancing. Schmier asks if anyone knows how many tour buses they expect will come this year considering the worldwide situation. Johnson responds that tour buses can usually cancel with only 30 days notice, so they're not really going to know until a month before each tour.

ACTION TAKEN

- 1) Motion carried to approve the claims, which total \$144,000.83. (Forsythe, Watt)
Forsythe abstains from Claim #46911 to Westmart Building Center for \$1489.66.
- 2) Motion carried to approve the Consent Agenda, which includes the minutes of the April 21, 2020 Work Session and Town Council Meeting. (Forsythe, Mathews)
- 4) Motion carried to waive the lease payments from the West Yellowstone Foundation for the last ten years as an in-kind donation. (Watt, Forsythe)
- 5) Motion carried to approve Ordinance No. 271. (Schmier, Watt) See next motion.
- 6) Secondary motion carried to table Ordinance No. 271. (Watt, Mathews)

DISCUSSION

- 1) Mathews asks about the blood spatter training for one of the police officers, he thought all training had been suspended. Sabolsky responds that the training has been rescheduled for July and the check will not be sent until they are sure it is going to happen.
- 3) Motion carried to reappoint Sara Mauer and Daniel Reger to the Tourism Business Improvement District (TBID) for four-year terms. (Forsythe, Schmier)
- 4) Town Manager Daniel Sabolsky reports that they recently renewed the ten-year lease with the West Yellowstone Foundation. The lease for the land is \$100/year. During the renewal process, they discovered that the annual payment had not been made for the last

ten years. The Foundation has requested that the Town waive the lease fees for the past ten years, equivalent to \$1000. Watt says he would like to make sure they treat other entities the same way and hope this doesn't cause problems down the road. Schmier echoes Watt's comments and expresses appreciation for everything the Foundation does for the community. Johnson says that the Foundation recently donated \$30,000 to the Town and he suggests using some of that funding for this in order to make it equitable. He says they don't want to have to consider one non-profit over another.

- 5) The Council discusses proposed Ordinance No. 271, a revision of the existing fireworks ordinance. The Council discusses the prohibited area as outlined in the new ordinance. The topic is discussed at length. They ultimately agree to expand the prohibited area to include three blocks north of Firehole and including Pioneer Park as well as Grizzly Park and the Historic District. They also discuss allowing fireworks to be discharged on the 80 acres area, west of the Town limits. The Council also discusses how the ordinance may affect the community fireworks display. The Council also discusses whether the fines in the ordinance are appropriate. Johnson suggests an initial fine of \$50 and \$200 for a second offense. The Council also indicates that they want to add language that explains the kinds of fireworks that are not allowed at all in accordance with Montana Code Annotated. The group studies the distance requirements for sale or discharge and they compare to the ordinance from the City of Whitefish. The Council indicates that they are comfortable with allowing discharge no closer than 100 feet of a church or hospital.

- A) **Town Manager & Department Head Reports:** Town Manager Dan Sabolsky reports on meeting with representatives from the Yellowstone Airport regarding potential connection of the property to the Town's new wastewater facility. Sabolsky says that most of the recreation facilities throughout the state are not opening until the Governor's Plan moves to Phase II or III. They are working on a plan to reopen the Town Hall as well as the bathrooms and recreation equipment at the Town Park. He says they have met with Blu Kropp of Clear Blu Cleaning to come up with a plan for cleaning those facilities. They are also looking to installing protective glass for the customer service positions. He says they are conforming with what most of the communities in the State are doing and he thinks they are in the middle of the road on that subject. He says he is in possession of the draft facilities study for the wastewater treatment facility and they are moving along in that process. He reports that they are working with the Fire Department to develop an Emergency Response Action Plan to prepare for potential impacts from the virus. He says he met with Drew Barney on behalf of WYSEF and they are going to request the reallocation of the \$35,000 grant for moving the arch and signage at the Rendezvous Trailhead. WYSEF would prefer to build a new building, farther into the trail system and they are going to request reallocating that money for that project. Sabolsky also briefly describes new testing of wastewater than indicates the level of the virus that exists in the community at any given time. He says there are places in the County that are working on this testing. Dr. Jane Gillette adds that current CDC guidelines are that they do not need to do anything additional to treat wastewater for the virus. Mathews clarifies that they are not going to cut any cleaning services this year. Sabolsky responds that they are not. Mathews asks if they are going to fill the seasonal parks positions and Sabolsky responds that they have advertised and accepted applications for those positions, but have not hired yet.

Finance Director Lanie Gospodarek reports that they are preparing to send out business license renewals, monthly balancing, and a budget amendment for the next meeting. **Water & Wastewater** Superintendent Greg Johnson reports on preparing for warmer weather and fire hydrant repairs. **Public Services** Superintendent James Patterson reports that they will sweep the parking lot at Pioneer Park in the morning. He says he has cleaner that can be used with the pressure washer to clean the bathrooms, pavilion and playground equipment. He reports that he met with Jan Dean of Fall River to audit the energy efficient upgrades and they went through every building save the museum. **Social Services** Director Kathi Arnado reports on a program from Bozeman to receive meat,

potatoes and produce for the Food Bank. She says they will conduct an outreach and encourage people to drive through to receive the food. She says unemployment filings are getting better because a lot of people have been able to get started and continue on their own. They do have a few people that are still struggling to get the benefit, however, as well as receive their share of the federal stimulus. **Police** Chief Scott Newell reports that Officer Leonel Sosa is doing well at the Police academy, has scored over 90% on all of his written tests so far. He also mentions that there is a grizzly bear frequenting the Madison Addition and forest areas behind it and to be bear aware.

- B) The Council discusses Town Council meeting procedures moving forward as the social restrictions are lifted. They consider multiple options for continuing to stream or broadcast meetings over the internet and utilization of the technology the Town already has. After discussion, Sabolsky says they will do some more research and bring back a recommendation.
- C) The Council discusses economic response strategies to COVID-19. Fire Chief Shane Grube explains that they are exploring options for quarantining individuals who come to the area as a tourist but then discover they are infected. He says they are hoping to reserve hotel rooms at state rates for these people to encourage them to stay away from the rest of the population. The Council also discusses assistance for small business grants that are available this week from the State. Mathews asks about the possibility of waiving parking requirements for restaurants so they can serve more patrons but still adhere to social distancing guidelines. Sabolsky says that he is waiting to hear back from legal counsel on this but it may require some sort of Council action.
- D) The Council also discusses the annual town clean up event. The group agrees that due to social distancing requirements, they will not host the event as they have in the past. The group discusses encouraging community members to clean up trash and the Town will dispose of it. They also discuss asking groups to sign up for specific areas to avoid overlap.

CORRESPONDENCE

Dated April 21, 2020, Mayor Johnson reads a letter of appreciation to Ken Davis for his time and efforts updating the cemetery polices and ordinance.

The meeting is adjourned. (8:30 PM)

Mayor

ATTEST:

Town Clerk

TOWN OF WEST YELLOWSTONE

PUBLIC HEARING

Ordinance No. 271 Fireworks

NOTICE IS HEREBY GIVEN that the Town Council of the Town of West Yellowstone will conduct a Public Hearing on **May 19, 2020** regarding Ordinance 271. Ordinance No. 271 amends Chapter 8.08 of the West Yellowstone Municipal Code regarding the sale, discharge and use of fireworks within the corporate limits of the Town of West Yellowstone.

Complete copies of the ordinances are available at the Town Hall, 440 Yellowstone Avenue, West Yellowstone, MT or by email at eroos@townofwestyellowstone.com. The proposed ordinance is also posted on the Town's website: www.townofwestyellowstone.com. The public hearing will be held during the regular Town Council Meeting which begins at **7:00 PM** on **May 19, 2020**. The meeting will take place in the Town Hall, 440 Yellowstone Avenue in West Yellowstone, MT, at which time oral testimony will be taken from the public. The meeting will also be broadcast on the internet through zoom.us, meeting ID: 893 834 1297. Written testimony may be submitted until 5:00 PM on the date of the hearing to the Town Clerk at the Town Hall, by mail to P.O. Box 1570, West Yellowstone, MT 59758, or by email to eroos@townofwestyellowstone.com. For further information contact the Town Offices, 646-7795.

Elizabeth Roos
Town Clerk



ORDINANCE NO. 271

AN ORDINANCE OF THE TOWN COUNCIL OF THE TOWN OF WEST YELLOWSTONE AMENDING CHAPTER 8.08 OF THE WEST YELLOWSTONE TOWN CODE IN ITS ENTIRETY.

WHEREAS, the Town Council of the Town of West Yellowstone believes that the regulation of fireworks is in the best interests of the health, safety and welfare of the citizens of West Yellowstone; and

WHEREAS, the Town Council believes in order to properly regulate the use of fireworks within the boundaries of the Town and on Town property located outside the boundaries of the town, the current fireworks chapter must be revised; and

WHEREAS, the Town Council believes such changes are necessary to ensure the safety of the citizens of the Town; and

WHEREAS, the Town Council considered this ordinance and any public comment made on this ordinance at a public hearing, duly noticed and held on May 19th, 2020, and considered a first reading of this ordinance at a regularly scheduled and duly noticed meeting of the Council on May 19, 2020, and a second reading of this ordinance at a regularly scheduled and duly noticed meeting of the Council on June 2, 2020;

NOW THEREFORE, BE IT ORDAINED by the Town Council of the Town of West Yellowstone that the following amendment be made to the municipal code of the Town of West Yellowstone, effectively amending Chapter 8.08 in its entirety as follows:

Section 1: Chapter 8.08 FIREWORKS

Sections:

- 8.08.005 Definitions.
- 8.08.010 Sale, discharge and use prohibited.
- 8.08.011 Permissible Fireworks
- 8.08.015 Discharge of fireworks.
- 8.08.020 Compulsory removal of stock.
- 8.08.025 Suspension of purchase, sale and discharge due to fire danger.
- 8.08.030 Violation-Penalty.

8.08.005 Definitions.

Fireworks: Includes any combustible or explosive composition, or any substance or combination of substances, or article prepared for the purpose of producing a visible or audible effect by combustion, explosion, deflagration or detonation, and includes skyrockets, roman candles, helicopters, daygo bombs, blank cartridges, toy cannons, toy canes or toy guns in which explosives other than toy paper caps are used; the type of balloons which require fire underneath to propel the same; firecrackers, torpedoes, sparklers or other fireworks of like construction; and any fireworks containing any explosive or flammable compound or any tablets or other device containing any explosive substance.[MCA 50-37-101]

Nothing in this section shall be construed as applying to toy paper caps containing not more than twenty five hundredths (0.25) of a grain of explosive composition per cap, nor to the manufacture, storage, sale or use of signals necessary for the safe operation of railroads or other classes of public or private transportation, nor apply to the military or navy forces of the United States or of this state, or to peace officers, nor as prohibiting the sale or use of blank cartridges for ceremonials or theatrical or athletic events. [MCA 50-37-102]

8.08.010 Sale, discharge and use prohibited.

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 along with the Hebgen Basin Fire District may, at any time, in writing, permit a Town and/or West Yellowstone Chamber of Commerce- sponsored public display of fireworks under such conditions, supervision, limitations, and precautions as they may prescribe and by properly qualified persons, with 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.

8.08.011 Permissible fireworks.

Permissible fireworks, excluding sky rockets, roman candles, and bottle rockets, include and are limited to those that meet the definition of "common fireworks" as set forth in the U.S. department of transportation's Hazardous Materials Regulations, 49 CFR, parts 173.88 and 173.100, as they read on January 1, 1985, and that comply with the construction, chemical composition, and labeling regulations of the U.S. consumer

product safety commission, as set forth in 16 CFR, part 1507, as it read on January 1, 1985. [MCA 50-27-105]

8.08.015 Discharge of fireworks.

Discharge and use shall be allowed upon the following conditions:

1. There shall be no discharge of fireworks from or into any national forest, national park, or state highway.
2. 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.
3. There shall be no discharge of fireworks from or towards a motor vehicle, motorcycle, or snowmobile.
4. There shall be no discharge or use of fireworks in the following areas within the Town limits:

The areas bounded by and including the intersection of Gibbon Avenue and Electric Street east to Boundary Street, Boundary Street south to Yellowstone Avenue, west on Yellowstone Avenue to Geysers Street and north on Electric Street to the intersection of Gibbon Avenue and Electric Street; and the entire area known as the Historic District and the Grizzly Park Subdivision, as shown on the map included as Attachment A to the ordinance codified in this section.

5. There shall be no discharge or use of fireworks on the area of Town commonly known 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.
6. There shall be no discharge of fireworks earlier than 12:00 p.m. (noon) on July 3rd or 4th, and 5:00 p.m. on December 31st, nor later than 11:00 p.m. on July 3rd and 11:59 p.m. on July 4th, and 12:30 a.m. on January 1st of each year.
7. There shall be no discharge of fireworks 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.

8. There shall be no discharge of any fireworks within two hundred (200) feet of any propane or gasoline fuel tanks, or any business dispensing any flammable fuel or compressed gas product.
9. 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.

8.08.020 Compulsory removal of stock.

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. The Town may, at its discretion, remove or have removed, at the owner's expense, all stock of fireworks and articles specified in Section 8.08.005, and any similar article or combustible, exposed for sale or held in stock in violation of this Chapter.

8.08.025 Suspension of purchase, sale and discharge due to fire danger.

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 Yellowstone National Park, or may be suspended at any time by declaration of the Town Manager of West Yellowstone, at his/her 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, the West Yellowstone Police Department, and the general public shall be immediately notified of the declaration.

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, including but not limited to a municipal infraction is a civil offense punishable by a civil penalty of not more than \$50 for each violation or if the infraction is a repeat offense, a civil penalty not to exceed \$200 for each repeat violation.

Section 2: REPEALER: All ordinances and parts of ordinances in conflict with

provisions of this ordinance, except as provided above, are hereby amended or repealed.

Section 3: EFFECTIVE DATE: This ordinance shall be in full force and effect thirty (30) days after final adoption by the Town Council of the Town of West Yellowstone.

Section 4: SEVERABILITY: If any portion of this ordinance or the application therefore to any person or circumstance is held invalid, such invalidity shall not affect other provisions of this ordinance which may be given effect

without the invalid provisions or application and, to this end, the provisions of this ordinance are declared to be severable.

PASSED BY the Town Council and approved by the Mayor of the Town of West Yellowstone, Montana, this ____ day of _____, 2020.

Mayor Jerry Johnson

Deputy Mayor Brad Schmier

Council Member Greg Forsythe

Council Member Travis Watt

Council Member Jeff Mathews

ATTEST:

Town Clerk Elizabeth Roos



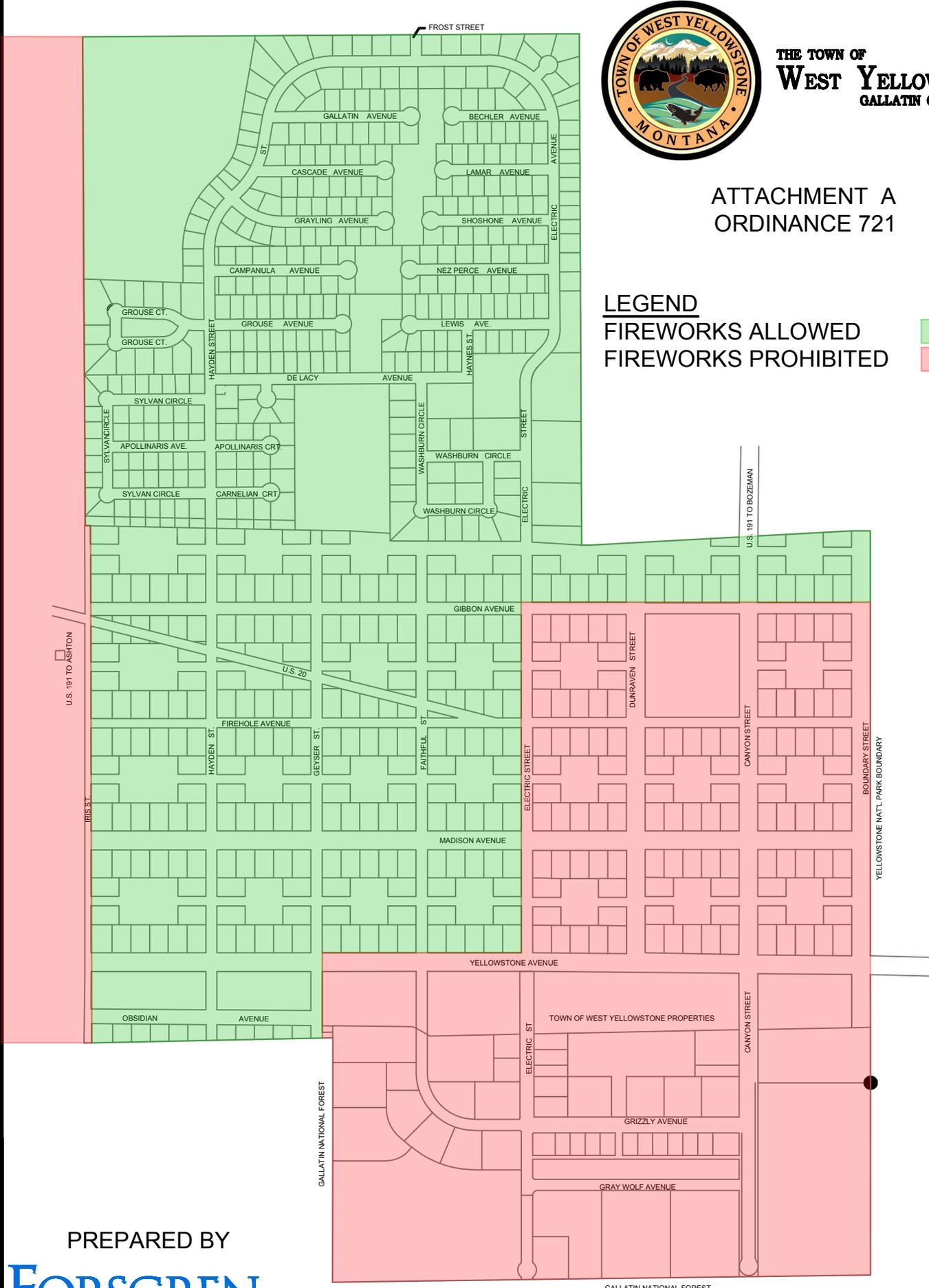
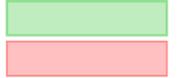


THE TOWN OF
WEST YELLOWSTONE
GALLATIN COUNTY-MONTANA

ATTACHMENT A ORDINANCE 721

LEGEND

FIREWORKS ALLOWED
FIREWORKS PROHIBITED



PREPARED BY



350 NORTH 2ND EAST, REXBURG, ID 83440
PH: 208.356.9201 FAX: 208.356.0206



DATE: MAY 2020

TOWN OF WEST YELLOWSTONE

NOTICE OF PUBLIC HEARING

The Town Council of the Town of West Yellowstone will hold a formal budget amendment hearing for the fiscal year 2019-2020 budget. Said hearing will be held during the regular Town Council meeting, Tuesday, May 19, 2020, which begins at 7:00 PM. The hearing will be held by Zoom meeting <https://us02web.zoom.us/j/8938341297>.

The public hearing will address changes to Tourism Business Improvement District (TBID) Fund, the addition of a TBID Trust Fund, the addition of a fund for collecting the additional 1% in resort tax, the Community Garden Fund, the Water Capital Fund and the Sewer Capital Fund for Fiscal year 2019-2020. The Public is invited to attend, and any taxpayer or resident may be heard, for or against, any portion of the proposed budget changes.

The proposed budget amendment resolution is available for public review at the Town Offices, located at 440 Yellowstone Avenue, West Yellowstone, Montana and on the Town's website www.townofwestyellowstone.com. Personnel at the Town Offices can be reached at 406-646-7795

The West Yellowstone Town Council will consider adoption of the budget amendment resolution and during a regular meeting of the Town Council on May 19, 2020 held at 7:00 PM by Zoom meeting <https://us02web.zoom.us/j/8938341297>. The Public is invited to attend.



RESOLUTION NO. 742

A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF WEST YELLOWSTONE, IN THE COUNTY OF GALLATIN AND STATE OF MONTANA TO AMEND THE BUDGET FOR THE FISCAL YEAR 2019-2020

BE IT HEREBY RESOLVED BY THE TOWN COUNCIL OF THE TOWN OF WEST YELLOWSTONE, MONTANA:

WHEREAS, the Town is required to reflect changes to the budget by resolution and,

WHEREAS, the Tourism Business Improvement District (TBID) has been determined to be a fiduciary component unit of the Town of West Yellowstone resulting in a requirement that revenues should be housed in a trust fund.

WHEREAS, projected revenue for TBID must now be recognized in fund 7202 and the fund balance for fund number 2102 must be transferred to fund number 7202 and,

WHEREAS, the expenditure authorization of \$335,600 originally appropriated to fund 2102 is to be authorized for fund 7202

BE IT HEREBY RESOLVED BY THE TOWN COUNCIL OF THE TOWN OF WEST YELLOWSTONE, MONTANA:

1. That the fiscal year 2019-2020 TBID trust fund revenue budget be amended to reflect a projected revenue amount of \$330,250.00
2. That the fiscal year 2019-2020 TBID trust fund expenditure budget account (7202-411800-357) be added to reflect a total authorization of \$600.00
3. That the fiscal year 2019-2020 TBID trust fund expenditure budget account (7202-411800-398) be added to reflect a total authorization of \$10,000.00
4. That the fiscal year 2019-2020 TBID trust fund expenditure budget account (7202-411800-540) be added to reflect a total authorization of \$325,000.00

WHEREAS, the voting community elected to collect an additional 1% in resort tax for infrastructure and,

WHEREAS, a new fund (2104) was created to track collections and spending of the 1% and,

WHEREAS, the budget needs to be amended to reflect the revenues and expenditures of said fund.

BE IT HEREBY RESOLVED BY THE TOWN COUNCIL OF THE TOWN OF WEST YELLOWSTONE, MONTANA:

1. That fund number 2104 show projected revenues of \$130,000 in account line 2104-315101 and,
2. That the expenditure account line 2104-430600-357 will be added and reflect \$130,000 in appropriations for FY 20

WHEREAS, the Community Garden Fund (2213) has exceeded budgeted appropriations with the transfer of all remaining funds to the West Yellowstone Public Library Foundation.

BE IT HEREBY RESOLVED BY THE TOWN COUNCIL OF THE TOWN OF WEST YELLOWSTONE, MONTANA:

1. That the fiscal year 2019-2020 Community Garden Fund expenditure budget account (2213-460000-220) be amended to reflect an increase of \$170.98 for a total authorization of \$670.98

WHEREAS, the Water Capital Fund (5220) has exceeded appropriations in the amount of \$200,000 for the Well and Well Building Project and,

WHEREAS, there is sufficient operating cash in the Water Capital Fund (5220) against which to pay for additional expenditures in the Water Capital Fund.

BE IT HEREBY RESOLVED BY THE TOWN COUNCIL OF THE TOWN OF WEST YELLOWSTONE, MONTANA:

1. That the fiscal year 2019-2020 Water Capital Fund (5220) expenditure budget account line (5220-430530-939) be amended to reflect an increase of \$200,000 for a total appropriation of \$341,711.00.

WHEREAS, the Sewer Capital Fund (5320) has added an expenditure account line for the Wastewater Treatment Plant in the amount of \$185,000 and,

WHEREAS, there is sufficient operating cash in the Sewer Capital Fund against which to pay for the FY 20 expenditures for the Wastewater Treatment Plant.

**BE IT HEREBY RESOLVED BY THE TOWN COUNCIL OF THE
TOWN OF WEST YELLOWSTONE, MONTANA:**

1. That the fiscal year 2019-2020 Sewer Capital Fund expenditure budget account line (5320-430640-951) be added to reflect an appropriation of \$185,000 for engineering fees of the Wastewater Treatment Plant not previously budgeted and,
2. That the fiscal year 2019-2020 Sewer Capital Fund (5320) has the new appropriation amount available in unspent funds for the Short-Term Wastewater Project.

**PASSED AND ADOPTED BY THE TOWN COUNCIL OF THE TOWN OF WEST
YELLOWSTONE, MONTANA, THIS 19th DAY OF MAY 2020 AND APPROVED
BY THE MAYOR OF THE TOWN OF WEST YELLOWSTONE.**

Mayor Jerry Johnson

Council Member Greg Forsythe

Council Member Brad Schmier

Council Member Travis Watt

Council Member Jeff Matthews

ATTEST:



Town Clerk Elizabeth Roos

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

Event or Project Applicant: Destination Yellowstone (W. Yell. C of C)

Event or Project Name: W. Yell. Recovery Marketing Campaign

Date Submitted: 4.24.20

Date Approved by MAPFAB: 5.14.20

Requested Funding Amount: \$40,000

Approved Funding Amount: \$30,000

Comments: MAPFAB voted to fund 75% of Destination Yellowstone's request at this time. The approved/ recommended amount of \$30,000 will allow for 1) the Recovery Marketing Campaign to get well underway, 2) MAPFAB and Destination to evaluate the success of the various marketing methods, 3) the very uncertain future to reveal itself month by month and 4) MAPFAB and Destination to add to, adapt to, or halt funding and marketing methods as it deems necessary according to the future.

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: Destination Yellowstone (West Yellowstone Chamber of Commerce)

Event or Project Contact Person: Wendy Swenson

Address: PO Box 458, West Yellowstone, MT 59758

Phone: 406-570-2417 Fax: 406-646-9691
Email: marketing@destinationyellowstone.com

Application Submission Date: April 24, 2020

Event or Project Information

Event or Project Name: West Yellowstone Recovery Marketing Campaign

Location of Event or Project: West Yellowstone, MT

Date(s) of Event or Project: May-September, 2020

Estimated Total Event or Project Cost: \$75,000.00-\$100,000.00

MAP Fund Amount Requested: \$40,000.00

Section 1 Proposed Event or Project Summary

COVID-19 has us all navigating through ~~uncharted waters~~ ~~unprecedented times~~, especially the tourism and hospitality industry. Marketing plans that were set in place nearly a year ago have been adjusted, halted, and even discontinued pending budget cuts.

[Destination Yellowstone](#) (The West Yellowstone Chamber), and TBID have not gone silent during this pandemic. We have continued our social media posts and emails, updated content on our websites, and have been planning for the near future as travel begins to resume.

We know that in order for our campaigns to reach the markets that will produce the quickest and highest return on investment (ROI), we need to work together with all of our partners to have an appropriate and timely message, while letting the country and world know what travel looks like in the new normal.

We ~~are asking would like to ask~~ for MAP funds to enhance and expand the campaigns that are planned for markets we have identified as travel reopens. [We believe that events will be very limited for some months to come and that this use of MAP funds will be one of the strongest supports our Town can offer our businesses in overcoming travel inertia.](#) This project will create a joint campaign with the Town of West Yellowstone, Destination Yellowstone and TBID, to raise awareness of our community's offerings, recreational opportunities and access to National Forests and Yellowstone National Park.

Section 2 Proposed Timeline

We have been in constant contact with our tourism partners across the state, Montana Office of Tourism & Business Development (MOTBD) and Yellowstone officials, sharing messaging and information. Our marketing committee has met to identify drive markets that will be our initial wave of visitors and what methods we can best [employ to](#) reach those markets with funds available. We feel that we can effectively begin to launch campaigns in May and continue through our fall season, possibly even an early winter push as well.

Section 3 Proposed Budget

We are requesting MAP funding in the amount of \$40,000.00 to cover a portion of the campaign placement costs and production of content and creative elements of those campaigns. Destination Yellowstone and TBID still have remaining spring placements that have been rescheduled and will be allocated to warm season messaging and launch, as well as funds established for fall and early winter campaigns. Under normal circumstances, we do less direct paid marketing in the summer months due to higher visitor counts, ~~but~~ [however, we](#) realize we will need to allocate funds for this season to recover some visitation [for our community.](#)

Section 4 Publicity, Promotion, Marketing

Destination Yellowstone has been working with our local and regional partners to identify target markets for initial campaign launches that will possibly have a more immediate ~~e~~ffect on visitation. Most of these markets we already include in our traditional marketing plans, including:

- our neighbors in the NW (Oregon, Washington, Idaho), Montana, Utah, Wyoming, and the Dakotas.

We also feel that we can expand that drive market to include:

- Colorado, Nevada, Arizona and portions of California.

Some of these markets will be adjusted depending on various states' own recovery plans.

Advertising methods will be primarily digital/online banner ads and social media ads, as well as email blasts focused on the markets listed above. Digital content is most cost effective and messaging can be changed quickly and more often. We can now geofence those markets and track mobile devices that see our ads and then land in the West Yellowstone area to track effectiveness of the campaigns. We also install a pixel on our website that tracks traffic from those ads to our sites.

We would also ask that our individual business partners help to promote the community as well by sharing our content and including information in their own campaigns and on their websites.

If budgets allow, and opportunities arise, we will also consider print and other media options.

Section 5 Application Review Criteria

Applications will be reviewed against multiple criteria. Please provide answers to the following questions:

- 1. 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?**
 - Tourism is ~~the heart of~~ West Yellowstone's economy, impacting every aspect of our lives. Annual reports from the Montana Office of Tourism and the University of Montana's Institute for Tourism & Recreational Research note the revenues generated by visitors ~~that~~ not only contribute directly to tourism and hospitality employees, ~~but~~ they generate tax benefits to residents and funds ~~generated for~~ schools, healthcare facilities and infrastructure.
 - We know that tourism revenue will be decreased this summer, ~~and but~~ our hope is that this enhanced community campaign can help to mitigate some of that decrease and enable our economy to rebound faster leading into 2021.
- 2. If not answered in the previous question, then please list the methods and estimates by which you'll determine or measure the success of your event or project, i.e. increased, additional, new or different attendance, admissions, registrations, hotel stays, marketing, website hits, partnerships and sponsorships, fund raising, aesthetic appeal etc.**
 - While we know that our visitation ~~cannot will not~~ realistically exceed the previous year, we hope to recover some ~~of that~~ visitation with domestic drive travel. We can use resort tax collections, lodging facilities use tax collections, TBID reports, as well as the measurable objectives set forth by the annual CVB Marketing Plan filed with the State which includes the following:

- 10% increase over the previous fiscal year for online campaign landing page as entry point.
- 5% increase in mobile traffic over the previous fiscal year.
- 8% increase in social media followers over the previous fiscal year.
- 12% increase in social engagements over the previous fiscal year.
- Increase email subscribers by 15%.
- General/niche emails (B2C): Increasing open rates to 20%, CTR to 7.5%.

3. 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)?

- Yes, Destination Yellowstone has received numerous MAP grants for a broad list and scope of projects and events. We believe [most all](#) are financially compliant at this time, and final reports are on file with the Town Office.

4. Can your event or project proceed without MAP funds?

- Yes, but only with the original funds allocated by existing marketing organizations, limiting the reach of the campaign.

5. If your event or project is approved for funding, how will you acknowledge the receipt of MAP funds as a funding source? Because the MAP Fund consists of Resort Tax funds paid by town businesses, acknowledgements need to indicate, “Supported by West Yellowstone Businesses”

- We will use the MAP Fund logo on marketing materials and ads produced [where that inclusion does not detract from the image and messaging.](#)

Preliminary Post COVID-19 Campaign Budget

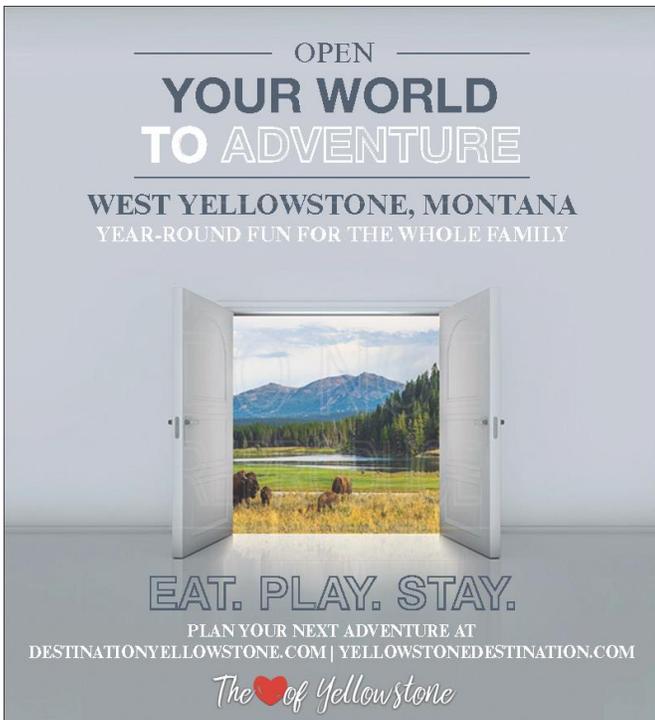
(May-Sept: DY & TBID have approx. same or more allocated for winter & spring 2021 placements)

Method	MAP	DY	TBID (TBD)
Rediscover MT (print, digital, email pkg)		\$2,500.00	\$2,500.00
UT Media - Summer Print & Digital	\$625.00	\$625.00	\$625.00
Pay Per Click Campaign	\$5,000.00	\$5,000.00	
Remarketing Digital Display Ads	\$2,500.00	\$2,500.00	
Customer Match (using social followers)	\$3,250.00	\$3,250.00	
Hyper Targeted/Geo Online Ads	\$6,250.00	\$7,500.00	
Email Blasts (2x - 100k recipients ea.)	\$5,000.00	\$3,500.00	
Social Media Ads	\$5,000.00	\$2,500.00	
Regional Print/Digital	\$5,000.00		
Creative	\$2,500.00	\$2,500.00	
Other/Opportunity	\$4,875.00		\$10,000.00
	\$40,000.00	\$29,875.00	\$13,125.00

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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: _____

Wendy

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Swenson

Name (printed): Wendy Swenson

Title: Marketing Director

Date: 4/24/2020

For Office Use Only

This application has been approved by MAPFAB Date: _____

This application has not been approved by MAPFAB Date: _____

Let's work together but stay apart!

Community Clean Up Week!

May 18-22, 2020

Clean up the community!

Businesses, community organizations, families, friends and individuals are encouraged to select an area of public property to clean up! Please coordinate with the Town Hall to avoid duplication of efforts! The Town will also provide bags and gloves for anyone that needs them.

Participants may clean up at any time and contact the Town for disposal of any garbage or debris.

406-646-7795 office

406-640-9074 James Patterson

info@townofwestyellowstone.com



Town of West Yellowstone

Clean up your property, too!

During the week of May 18-22, 2020 the Town will pick up yard debris left along the parkways or streets free of charge...no appliances, no pieces of large furniture, no business or commercial debris, no household trash will be accepted.

On Friday, May 22, 2020 **only**, the Town's dump trailers will be parked at Pioneer Park for free disposal of yard debris between the hours of 8 AM and 3 PM.



**Please do not leave black bags of trash unattended...
don't let the local wildlife destroy your efforts!**