

GREATER LAVA HOT SPRINGS CHAMBER OF COMMERCE

MEETING DATE & TIME

Monday, June 21, 2010

Chamber Meeting 5:00-7:00pm

Greystone Manor – Vicky Lyon

UNAPPROVED

In Attendance: Board Members: Vicky Lyon, Kathryn DeMott, Mike Vice, Rita Anderson, Corey Leafy. Members: Cathy Sher, Ross & Angie Conlin – Cooking Dutch Catering, Les & Joan Bocek, Teresa & Chip Buss – White Wolf Restaurant, Mark Lowe, Milan, Mark & Pamela Morgan, Nathleen Rife, Mayor Marshall Burgin, Sherril Tillotson, Evelee Hill, Tiffany Unsworth, Destiny Egley and Guests: Roger Cherie, Tamy Jordan with Chat TV.

Vicky welcomed everyone in attendance and read our mission statement.

Minutes: Minutes were sent out online to all the members. Kathryn made motion to approve the may meeting minutes. Rita seconded the motion. Motion Passed.

Financial Report: Destiny handed out the monthly financial report including Profit & Loss Statement, Statement of Cash Flows, copy of checkbook register and Monthly YTD Expense spreadsheet. Kathryn suggested Destiny explain the feature she would like added to the website regarding emailing newsletters to the current members, this will manage the email list for you from the new website instead of manually managing the email list every time, the cost is \$225. Kathryn made motion to approve the newsletter blast module for \$225. Mark seconded the motion. Motion Passed.

City Report: Vicky handed out the open container law posters for members to put in their businesses and asked members to remind patrons not to carry open alcoholic beverages on the streets. It does not apply to the State Parks when but if they leave the park they cannot have open containers outside of the parks. George Kastlimetes handed out a price sheet of some other tourist town prices for lodging. Lava Hot Springs Inn charges on an average of \$109 per night and he feels we need to look at raising our prices. Chamber had discussion regarding the open container law, litter and river issues.

Website Report: Corey Leafy will be late and report will be given at the next meeting.

Suggestion for LOT request – Cathy Sher presented the 1% proposal criteria for the request of these funds. The basic goals for distribution for tourism tax monies increase tourism in the off-season months, increase visitors and return visitors, expand awareness. Cathy mentioned how she has been involved in PCTC and is impressed how much marketing they do and make solid decisions regarding advertising. Funds requests will be looked at quarterly and the first deadline is September. On file.

Building Lava Tourism/5 year market analysis – Evelee handed out some paperwork, On file. Which includes City Branding, Building off-season traffic, 2011 ad campaign, Utilization of 1% LOT fund, Co-op advertising with PCTC. Evelee has created a website www.gatewaytoyellowstone.com. This is not online yet but is working on it. Collections were 50,000 in LOT Tax for 2009, Expenditures out of these collections were for holiday lights, EE Networks, Fire & Ice Banners, Four J portable toilets, WebImpakt for Chambers new website, Riverwalk Thai Food Capital for a day catering. She suggested spending some funds advertising with PCTC and to co-op with our local businesses. Suggestion is to create a committee consisting of 5 members to be from 3 from Hotels/Motels, 1 from Vacation home rentals and 1 from campground owners. She suggested more signage on I-15 and Hwy 30 to let travelers know we are here. Evelee has agreed to chair the committee and from that, the committee can present proposals in the future to the chamber. Tiffany Unsworth from LHS KOA said she could be on that committee from the campgrounds. Rita suggested Evelee contact members to find some volunteers for this committee. Anyone interested in this project contact Evelee Hill.

Housing for Lava Palooza – Evelee asked the chamber for \$150 to help with the lodging expense she spends housing Lava Palooza patrons. Vicky mentioned everyone in town donates towards this event and has expenses. Curtis from Lava Palooza let the chamber know they are excited to be back this year. They do limit what vendors come in so it doesn't take away from the local businesses. 1,200 – 1,500 directly participate in Lava Palooza plus an additional 200 – 300 people that still come that do not pay the admission. Jimmy Buffet will be the theme this year. Jimmy Buffet tribute band, Reggae Bob Marley tribute band. Mark let the chamber know that Via Magazine will be putting Lava Palooza on their calendar of events. Curtis is asking if the Lava Chamber to make a contribution if possible and would be much appreciated to assist in the expenses it takes to put this on. Suggestion was to sell advertising space on their website or sell sponsor banners. Suggestion was to have Lavapalooza.org put a link to the chamber website so people can find out about our services. Corey suggested to put an ad on the chamber website for LavaPalooza, Kathryn made the motion to donate \$250 towards the event. Mike seconded the motion. Motion passed.

Future Events:

Founders Day Parade – 7/24/10 - Nathleen questioned whom we would like to ask to be the Grand Marshall. It has to be someone who was born in Lava Hot Springs. Joan Bocek requested if the chamber could increase their contribution for 4th of July fireworks as expenses have went up. Corey made motion to exchange advertising on the website with Chat TV. Mike seconded the motion.

Next Meeting: Monday, July 19th at 5-7pm at Greystone Manor.
Meeting adjourned at 7:30pm

Minutes submitted by Destiny Egley