



CVB MEETING MINUTES

Thursday, August 19, 2021 from 9:15 am – 10:00 am at The Murray Bar

Present: Kathryn Bornemann, Brian Menges, Megan Eubank, Kristen Galbraith, Dale Sexton

Absent: Tyler Erickson, Kelly Baker **Also present:** Executive Director Kris King

Public Comment – N/A

Discussion/Action Items

- A. **Review/Modify/Approve Past Meeting Minutes;** *Motion by Kathryn/ Second by Dale/Approved unanimously.*
- B. **Review 2nd Quarter Financial Reports** – little activity other than finishing up FY and winter ads, as summer focus has been Recreate Responsibly grant and end.
- C. **End of Fiscal Year** – finished year FY end of June paying out all but spare change of budget. New FY 21-22 began July 1, no funds in account until State releases first FY payment.
- D. **Sustainable Tourism Strategic Plan** – advised by tourism peers to have listening sessions with key and community stakeholders rather than a committee who may assume decision authority, as outcome must comply with state CVB regulations. Kathleen Kaul, TBID board president, and several other key stakeholders have already indicated interest in participating.
- E. **Additional Discussion Items from Board Members** – N/A

Update on Business Items of Interest

- A. **Executive Director Report;** discussed Recreate Responsibly marketing and material distribution, various winter ad campaigns submitted for publication, distribution of Explore Livingston business cards with QR code directing visitors to web info, extensive updates to website including new events listing, TBID will fund another batch of masks as demand is spiking again, TBID board is interested in "Greetings From" signature Livingston mural proposal. Will research mural logistics and revisit.
- B. **Additional New Business from Board Members** – N/A

Public Comment on any Public Matter Not on the Agenda – N/A

Next Meeting Date and Agenda September 16, 2021

10 am Adjourn

Minutes respectfully submitted by Kris King

Board of Directors

Kristen Galbraith – Chair Dale Sexton – Vice-Chair Kelly Baker – Secretary
Kathryn Bornemann Megan Eubank Tyler Erickson Brian Menges