



Zoom Meeting 12 noon

Meeting called to order at 12:05pm by Eric Sheckleton

Present: Patricia Grabow, Eric Sheckleton, Meghan Larson, Kathleen Kahl, Kelly Baker, Senator Dane, Ersin Ozer, Becky

Proxies: Eric Sheckleton for Tawnya Greenfield

Public comment-

Presentations-

Ersin with Outlaw Partners:

For your credits: I have been thinking a lot about this and just left you a vm, but I think that a custom activation through the new weekly live+virtual Friday Afternoon Club concert series is a perfect fit.

We launched this weekly series in March and have had a new musician play a live stream concert every week, we are seeing an average reach of 11K views per event and have started to do some smaller live shows in downtown Big Sky to grow to larger live + virtual crowds as our state opens more this summer.

The feedback has been incredible from all sides! Musicians are making hundreds in tips, fans are ecstatic, and sponsors are all seeing returns on their investments. One testimonial: we had a viewer call one of our sponsors (Anter's Clothing in Big Sky) and buy \$150 worth of product over the phone, as a result of one live read from one single event activation!

We also have a weekly giveaway through FAC that we can incorporate you into to drive people in your hotels and generate email addresses for your lodging database. With your media credit of \$1000, would you consider putting that down towards this custom activation that puts Livingston on the "virtual map" to Outlaw's entire database? Typical entry level sponsorship for FAC starts at \$500 per event for minimum commitment to live activation at the next 8 FAC shows, you would even have the opportunity to join us for the live events and speak directly to the Big Sky drive market, and we can apply this credit to get \$1000 off the total.

Would you be interested in discussing details about FAC and getting involved? This would give Livingston consistent lodging exposure through the summer - to an audience that is excited to hear from you in the very non-intrusive way of generating tourism leads.

American Road proposal by Becky Repp:

Proposal - Your Discounted Rate: \$2000.

Value: \$5115. Estimated impressions: 335,600

- 1/3 page island in one issue - reaches ~100,000 readers
- 1-page PDF trip itinerary - estimated 100 -500 downloads

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- 4 weeks radio/podcast program sponsorship (4 x :30 spot). Reaches 50,000 listeners in metro Seattle every Friday afternoon on radio show and then is syndicated on 13 podcast outlets including Podcastone.com. Impressions for four shows = 200,000

Value-added benefits worth over \$2500 includes:

- Video or 360-tour on video/tour page - 5000 impressions
- 1-page Deals PDF - 5000 impressions
- Sweepstakes opt-in leads (leads to build your email marketing program, anywhere from 500 - 2000 per quarter)
- Reader response write-in requests
- Social Networking post - estimated 25,000 impressions/month

All digital activity is tracked using a third-party tracking service (Clickmeter.com, Facebook, Twitter, etc.). Campaign activity reports are provided quarterly. Opt-in leads are in an on-demand system.

Old Business

1. Approve Meeting Minutes from May meeting.
Eric motions
Joel seconds.
All in favor
2. New Website & Lodging page.
Is now live. TBID has contributed \$3000 of the \$5000 cost for this first stage.
3. Missing reports
4. PBR status, Soap Box Derby delayed
5. Marketing push, hotels updates.

New Business

1. New Board Member vote. Kelly Baker
Kathleen motions
Joel seconds
All in favor
2. Park update and State stats.

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4. Hundreds of Vacation Packages emailed and mailed with new lodging page attached.
5. Discuss Resolution and TBID clarification of process under State MCA Code and City Resolution.

Proposal Board Discussions:

American Road Proposal:

Kathleen – Would like to revisit in the Fall. If we could table until we have a better idea of where and what COVID-19 is affecting with regard to what states could potentially be shutting down again.

Joel seconds to table the proposal until September

All in favor

Outlaw Proposal: letting this opportunity pass

Next meeting July 15, 2020 at noon

Meeting adjourned at 1:35pm