



TBID MEETING MINUTES

October 20, 2021 from 11 am – Noon
Via Zoom

Present – Kelly Baker, Kathleen Kaul, Joel Boren

Also Present – Executive Director Kris King

Public Comment – N/A

Discussion/Action Items

- A. **Board Membership** – Samantha Zywiciel has left the Fairfield Inn so is no longer on the board. Recruiting more board members.
- B. **Review/Modify/Approve Past Meeting Minutes** - *Motion to approve by Kelly/ Second by Kathleen/ Approved Unanimously.*
- C. **CVB office hour regulations and options discussion** – discussed requirement to have CVB office open 8 am – 5 pm weekdays year-round for tourism information by July 1, ideal locations, and paying for staffing. This is different than a Visitor's Information Center, which the Chamber has. The challenge is that CVB regulations limit funding office space, all supplies, utilities, bookkeeping, postage and staffing is under about \$6,000 a year. Will continue discussion and relationships with collaborative and positive partners.
- D. **Tourism Matters pledge support** – important organization that does great work on our behalf, *Motion to pledge \$1,000 approve by Kelly/ Second by Kathleen/ Approved Unanimously.*
- E. **Halloween event** - have food truck to serve up to 1,000 hot drinks secured, candy arrived, giveaway swag ordered, branded tent should arrive in time but unlikely to have safe way to plug in for heat and lights. Kelly can help during the giveaway and Kathleen will ask Dan if he can help with set up. Will give away tumblers to first 50 adults and blinking lights to all children. Food truck guy can wash tumblers for before event, he'll be serving hot cider, chocolate and coffee.
- F. **Light Up Livingston event** – Planning meeting next week for details including menu. Have secured Santa, food truck, Depot doing hot drinks, hayride, Katabatic doing beer, Murray Bar doing drinks, Parks and Rec doing a Story Walk book, Shane Center helping with holiday characters. High school choir and band brass will perform, have tip jars, we will feed our vendors/volunteers and work out best system with Food truck. Design for banners first draft done, Kris to price out rest of marketing expenses and run by the board. *Board moves to order 18 banners for Light Up Livingston and banners for 7th/Park intersection and Depot sign. Motion to approve by Kelly/ Second by Kathleen/ Approved Unanimously.*

Board of Directors

Kathleen Kaul - Chair Kelly Baker – Secretary/Treasurer Joel Boren



Update on Business Items of Interest

A. **Executive Director Report** – Have been researching and discussing median landscaping options and process, will take some time, funds and coordination. Sustainable Tourism Management Strategy planning meeting underway, will expand to include community and develop plans to address underlying issues, such as workforce housing, and solutions to preserve and protect what we all love about Livingston while building a sustainable and resilient economy. Travelocity and *Distinctly Montana* digital assets turned in, print ads and digital marketing for winter largely done, will keep updating social media and YPR ad will promote Light Up Livingston. Soap Box Derby cancelled, have asked for funds back. Mural project postponed in case we can collaborate with construction projects near Fairfield and have it be a large “Welcome to Livingston” visual. TBID board ok’d ordering another case of masks as demand remains high.

B. **Additional New Business from Board Members** – N/A

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

Next Meeting: November 20, 2021

Adjourn 12:10 PM Motion to approve by Kelly/ Second by Joel/ Approved Unanimously.

Minutes respectfully submitted by Kris King

Board of Directors

Kathleen Kaul - Chair Kelly Baker – Secretary/Treasurer Joel Boren