



TBID MEETING MINUTES

March 21, 2023, 11 am Via Zoom

Present -(alpha order) Doug Braham, Kathleen Kaul, Meet Patel, Zoe Randall, Alex Reichert, Melinda Zoeckler

Absent - Cassandra Harris

Also Present - Executive Director Kris King

Public Comment – N/A

Discussion/Action Items

- A. Welcome new TBID Board members** – Doug Braham, Melinda Zoeckler, and Meet Patel who were voted on by the TBID Board at the January meeting and approved by the City Commission on February 7, 2023. The board is now a balance of three members representing larger lodging properties and four representing smaller and medium room occupancy lodging, in accordance with TBID Bylaws calling for a balance of representatives from small, medium, and larger properties.
- B. Board Officers** – *Kathleen nominated Alex for Vice Chair/Second by Zoe/Approved Unanimously. Alex nominated Melinda as Secretary Treasurer/Second by Zoe/Approved Unanimously.*
- C. Review/Modify/Approve** Past Meeting Minutes. Correction to meeting minutes, Alex not Cassandra. Seconded the Motion to Approve Doug Braham as a Board member, the minutes will be corrected. *Motion to approve previous meeting minutes with this correction by Alex/Second by Doug/Approved Unanimously.*
- D. Financial Reports** – reviewed Income and Balance Sheet. Discussed Executive Committee meeting to discuss updating bylaws to switch to fiscal year to coordinate with the rest of the Explore Livingston Coalition's budgets. Reviewed Income and Current Balance, Estimates Vs. Actuals, Projected Income taking into account flood impacts, Profit & Loss Budget vs. Actuals from July 1, 2022 to present. Ongoing issue of outstanding assessments unpaid by Yellowstone Park Inn, the Director contacts them in all formats regularly without response, and discussion of late fee. Also reviewed year to year assessment collections since the formation of the TBID. Discussed putting reserves into higher interest rate subaccount. Executive Committee to meet to discuss budget categories, budget planning, and setting up new online Quickbooks so the Treasurer and Director can track the details in real time.
- E. Project Funding** – A number of events TBID has funded before are coming up, will review as they arrive. With alternate monthly meetings, some may need to be voted on via email. Discussed supporting the final editing for Joy of the Journey film featuring our area, which TBID already granted \$6,000 along with other in-kind funders. In addition to their media reach, the film is being shopped to PBS and National Geographic channels. \$3,500 needed to finish editing the project. *Motion to approve \$3,500 contingent on deliverable date provided to board by the filmmaker by Doug/Second by Zoe/ Approved Unanimously.* Added caveat that if filmmaker secures additional outside funding that he has already applied for, this current TBID grant will be repaid.

Board of Directors

Doug Braham, Kathleen Kaul, Cassandra Harris, Meet Patel, Zoe Randall, Alex Reichert, Melinda Zoeckler

Update on Business Items of Interest

- A. **Executive Director Report** – Reviewed summary of TBID projects from the past few years. Discussed having spreadsheet of TBID Grant history to help with board decisions. Discussed last summer’s Windrider Transit pilot project of Friday and Saturday evening shuttle from Hotels at Exit 333 to Downtown, which included flyers placed in the hotels and digital marketing, but there was virtually no ridership. Will follow up with Windrider on their regular schedule ridership from hotels. Reviewed State of the American Traveler reports, ITRR statistics, and CVB/DMO marketing projects and extensive statistics. The Pick Your Path to Winter Paradise campaign which was very successful, helped clarify the demographic (women averaging age 55) who respond to paid ads, and led to an over 200% increase in website traffic, identified which pages on the site people visit the most (itineraries in the new Field Guide page, Events, Eat/Drink are top 3), and the cost per click on social media ads was about 40 cents, much lower than the average \$1/click. Brand MT is investing in Leave No Trace Campaign for the summer and we will mirror this warm weather campaign educating both visitors and new residents. Discussed sharing tourism data as it arrives rather than including it in Board Packets. Discussed creating a shared doc file with relevant data and documents sorted by category. Discussed, among earlier identified TBID goals, getting a project proposal for updating the landscaping on meridians near exit 333, and other long term goals including housing, Downtown and recreation planning that impact tourism. Clarified the difference between TBID funded Grants and TBID funded Projects that enhance the visitor experience. Discussed All Are Welcome messaging, Diversity and Inclusion Training. Could have a series of trainings open to various Livingston businesses in the visitor economy, could do a survey to assess interest. Also discussed Board Training on best practices training open to all our boards. Discussed lodging bookings, winter similar or slower than last two years, film and construction crews make a difference in the cool season, sometimes occupancy is up but income is down if room rates are lower for these groups. Also seeing lodging from overflow of Bozeman sports events and their higher room rates. Discussed that the more local the visitation, the later their bookings. There has been a rash of spam emails purportedly coming from the Board Chairs to other board members asking for fraudulent funding approval. We will change Board email listings to be on request to minimize this activity. Discussed upcoming events, Summerfest is being moved Downtown on July 15. Brief overview of Legislative action impacting tourism. Discussed issue of few hotel vacancies during rodeos, 4th of July and continuing emphasis on shoulder season events. Discussed the many website updates including navigation changes, weekly updates, and new interactive map. Also discussed eblasts and subscribers. Drew Barrymore television show visit sponsored by Brand MT featured Livingston as a winter destination and her show gets 9 million views. Discussed Mt Department of Commerce event in May for National Travel & Tourism Week, upcoming Prospera Luncheon and Governor’s Conference.
- B. **Additional New Business from Board Members** – N/A
- C. **Public Comment on any Public Matter Not on the Agenda** – N/A

Next Meeting 5/16/23. TBID Board Meeting records are posted publicly at explorelivingstonmt.com/tbid

Meeting Adjourned at 12:35 PM

Minutes respectfully submitted by Kris King

Board of Directors

Doug Braham, Kathleen Kaul, Cassandra Harris, Meet Patel, Zoe Randall, Alex Reichert, Melinda Zoeckler