



TBID BOARD MEETING MINUTES

December 2, 2025 11 am Via Zoom

Present via Zoom – (alpha order) Angelica Amant, Kathleen Kaul, Deb Kowalkzek, Zoe Randall,
Not Present - Alex Reichert, Melinda Zoeckler | Also Present, Executive Director Kris King

Public Comment – N/A

Discussion/Action Items

- A. Strategic Plan Presentation, Explore Livingston's Plan for Economic Resilience Through Collaboration** from Contractor Maclaren Latta. Discussed history, initial tourism sentiment survey we did right before the 2022 Floods, and the model of working with a wide range of collaborators and utilizing their studies, data, and surveys for a community-driven, stakeholder-informed approach. Met with 8 tourism-adjacent stakeholder groups to gather information and had 22 steering committee/advisory team members. Northern Rocky Mountain Economic Development District summarized the 50+ pages of surveys, plans, studies and data. Hosted *Who Does What in Tourism* public Meeting in 2025 to further engage stakeholders and inform the public. In total worked with 37 collaborating organizations for a peer crowd-sourced data sharing plan, rather than just having it be from our perspective. Focused on 5 priorities: Economic Development in the Cool season, Attainable housing, Funding for Rivers, Roads & Rescue (tourists' impact on infrastructure), Informed and Responsible Practices, and Visitor-Economy Resilience. The goal is a pragmatic, flexible plan without jargon or large blocks of text that is easy to understand with clear metrics and evaluation. Instead of focusing on tourists, it is framed as visitor-based economy, the largest economic driver in the County, as visitors include in-state tournaments, film crews, regional visitors, and the large Gallatin County usage of recreational assets including river and trail access in addition to tourists from out of the area. Of note; based on local feedback we haven't ever marketed the busy summer season or activities that further diminish locals' access including flyfishing and hunting. Another Plan goal is to educate locals about how they benefit from the visitor economy, with our investments being trifold: attracting hotel guests and customers in the cool season, supporting small businesses, and benefiting locals (events, event calendars, business listings, beautification, info, collaborations) all funded by tourism dollars, at no cost to locals. Will have an infographic page summarizing the plan and QR codes to full plan online, saving the cost of printing a lengthy plan, and present to the community at a Party the last week in January. Will be right after Restaurant Week, a real time example of Explore Livingston's investment in the community.
- B. Consent Items**
- 1. Review/Modify/Approve Strategic Plan** - Motion to approve Kathleen/Second by Deb/Approved Unanimously.
 - 2. Review/Modify/Approve Past Meeting Minutes** - Motion to approve Zoe/Second by Deb/Approved Unanimously.

3. Grant/Project Requests – Wellness Center grant request for both commitment to annual gifts and one time gift to fund the children’s slide. Discussed the benefits to visitors of a year-round indoor recreation center which includes indoor walking, sports courts, and exercise equipment, and outdoor park in addition to a large pool. It will be the only Water Park with slide attraction between Butte and Billings to bring visitors off the highway and can also host regional swim tournaments. Hotels can have special day passes for the Center and it will be a major attraction. *Motion to approve one-time \$40,000 grant for a children’s slide at this time with naming acknowledgement by Kathleen/Second by Deb/Approved Unanimously. Will put recurring grants on hold and review in the future.*

C. Financial Report – reviewed last quarter, contractor helping with events, discussed Give a Hoot and Restaurant Week support.

D. Additional Agenda Items from Board Members – N/A

Update on Business Items of Interest

A. Executive Director Report – Discussed Big Sky Passenger Rail Conference. Reviewed Small Business Saturday and Light Up Livingston, and success of recurring elements, the new professional Elsa, new youth singing contest performances, popularity of mulled wine at Katabatic Trackside, and adjacent Realty businesses having open houses. Purchasing Tony Denim drone video, including all the lights being turned on in the Depot, and photos package. Running two additional national winter food and travel magazine ads with articles and highlighting cool season events and Restaurant Week. Discussed event Placer.Ai reports.

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

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

*Motion to adjourn by Kathleen/Second by Angelica/Unanimous. Adjourned at 12:30 pm
Minutes respectfully submitted by Kris King*

Board of Directors

Chair - Kathleen Kaul | Vice Chair - Alex Reichert | Secretary/Treasurer - Melinda Zoeckler
Members: Angelica Amant, Deb Kowalkzek, Zoe Randall