



TBID BOARD MEETING MINUTES

July 15, 2025 11 am Via Zoom

Present via Zoom – (alpha order) Kathleen Kaul, Deb Kowalkzek, Zoe Randall, Alex Reichert

Not Present - Angelica Amant, Melinda Zoeckler | Also Present, Executive Director Kris King

Public Comment

Individual comments limited to 5 minutes per person due to schedule constraints. Please state your name for the record prior to speaking.

Discussion/Action Items

A. Consent Items

1. Review/Modify/Approve Past Meeting Minutes *Motion to approve Kathleen/Second by Deb/Approved Unanimously.*

B. Warm Season occupancy and campaigns report by Lydia Strohl - Lydia presented data on the performance of paid search campaigns, paid social media and website traffic for Explore Livingston. She highlighted that despite fierce competition; they achieved strong results with Yellowstone and Montana-related search terms ranking highly. The campaign generated 18,000 users and 100,000 events over a three-month period, with nearly all visitors being new users. Lydia also compared these results to the previous year, demonstrating the significant impact of paid advertising on website engagement and traffic acquisition. Lydia presented a detailed analysis of website traffic and ad performance for Explore Livingston, highlighting the effectiveness of video content and the importance of optimizing for landing page views rather than just link clicks. She recommended creating separate ad sets for still and video creatives to avoid competition, and suggested focusing on tracking website engagement metrics like time spent on pages. This year's Spring campaign to highlight that Yellowstone was open despite federal park layoffs, campaign ran from April to June, generated nearly 17,000 clicks with a \$3,000 budget, achieving a low cost per click of 26 cents for paid social and 18 cents for paid social, the latter being the lowest in Lydia's five years of experience. The campaign's video ads, including one featuring Yellowstone and another showcasing downtown Livingston, performed particularly well, with the downtown Livingston video being the top-performing ad across all campaigns this year. Lydia emphasized the importance of showcasing Livingston's arts and culture scene in future campaigns and recommended continuing to target multiple audience segments with tailored creatives.

C. Financial Report – reviewed fiscal year totals and noted a few donations that should be moved from Give a Hoot category to general grants. Also noted that Livingston Gallery Association grant includes 45 photos by William Cambell of ArtWalk.

- D. Discuss Give a Hoot Donations** – The board discussed giving to community and civic organizations of value to visitors, including Search and Rescue and Fire Departments that assist visitors, through Give a Hoot. Kris to do research on several questions but overall, TBID Board voted to support: 4 Ranges Wellness Rec Center, Blue Slipper Theatre, Danforth Museum, Elk River Arts & Lectures, Friends of Park County Search & Rescue, Friends of the Fairgrounds, Give a Hoot Matching Pool, Livingston Braves Baseball, Livingston Center for Arts & Crafts, Livingston Depot Foundation, Livingston Ice Skating Assn, Livingston Youth Soccer Assn, Montana Freshwater Partners, Park County Rural Fire District #1, Shane Center, Trout Unlimited Joe Brooks Chapter, Upper Yellowstone Watershed Group, Windrider, Yellowstone Gateway Museum for a total of \$6,750.
- E. Additional Agenda Items from Board Members** – Discussed room rates, a bit of pushback but overall rates are down and occupancy is up slightly.

Update on Business Items of Interest

- A. Executive Director Report** – TBID FY 25/26 Annual Report and Budget approved by Livingston City Commission June 17, 2025. Kris reported on upcoming fall events including Oktoberfest, Light Up Livingston, the Livingston Songwriter Festival, Park County Art Week, and a Big Sky Rail Authority conference. Kris also mentioned a new job description for an event coordinator. Also discussed improved demographic reports for year-to-year comparisons using Placer AI, partially funded by TBID in collaboration with the DMO.
- 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 Kathlen/Second by Zoe/Unanimous. Adjourned at 12:20 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