



TBID MEETING MINUTES DRAFT

August 24, 2022 from 11 am Via Zoom

Present – Kathleen Kaul, Cassandra Harris, Alex Reichert **Not Present:** Zoe Randall
Also Present - Executive Director Kris King

Public Comment – N/A

Discussion/Action Items

- A. **Welcome new board members** – We welcome Cassandra Harris of the Econo Lodge and Alex Reichert of the Fairfield; Zoe Randall is unavailable for today’s meeting but will join in September. We welcome these three new Board Members who have been approved by a previous TBID Board quorum and the Livingston City Commission, and look forward to working together to meet our mission. Alex had a question about the process for TBID Board public comment. As posted on the TBID webpage, along with the agendas and meeting archives, and frequently shared with the public; TBID Meetings are open to the public and if someone would like to give public comment, simply email two weeks prior to the meeting so that we may adjust the agenda to accommodate for this added time. Due to scheduling constraints, public comment is limited to 5 minutes for each member of the public in order to conduct all TBID business within an hour to respect TBID Board time. Public comment is scheduled at the beginning (for a scheduled comment or comment on an agenda items) or end (often for comment not scheduled or comments on items not on the agenda) of each TBID Board Meeting so even if there has not been the requested advance notice made, there is public comment space scheduled on the agenda at every meeting.
- B. **Review/Modify/Approve** Past Meeting Minutes. *Motion to approve June Meeting minutes by Kathleen Kaul with email approval by prior TBID Board Members who were present at the June meeting Malcolm Fox and Joel Boren; All in Favor/Approved Unanimously.* Alex had a question about the June meeting agenda item about honoring deceased City Manager Michael Kardoes, and we clarified that a donation in his honor to the fund supporting his widow and six children was not made by either the TBID or LBID Board as it is not directly linked to the organizations’ missions.
- C. **Meeting format** – discussed group preference for Zoom or in-person meetings. Have met via Zoom for two years due to COVID-19, and to accommodate board participation while out of the area or unable to leave their lodging during the meeting time. Ideal to meet in person at rotating lodging locations, or TBID office when not everyone can attend in person so we can hold reliable Zoom hybrid meetings. Meetings will be moved to the 2nd Wednesday 11 am – noon from the 3rd Wednesday of each month with no meetings July and December. Cassandra

Board of Directors

Kathleen Kaul – Chair

Cassandra Harris

Zoe Randall

Alex Reichert

had a question about representing both the Econo Lodge and the Livingston Inn since they now have the same owner. To clarify, all TBID Board members represent not only their own lodging, but the interests of all hotel/motels in the Livingston City Limits. TBID bylaws allow for multiple board members from one lodging if designated by the lodging owner and approved by the TBID Board and City Commission, and a lodging owner may designate a representative from each of their lodging if they own multiple properties. The goal is to have a balance of Board members representing both large and small properties and to have as much involvement and participation as possible in the TBID from all lodging business that pay into it. We would love to have a hotel manager, staff and owner gathering to connect in person.

- D. **New Bookkeeper** – Need to authorize new Bookkeeper Kristin Williamson’s access to our business bank accounts at American Bank. Would like to update check signature policy to add Bookkeeper and Executive Director as authorized signatories for checks \$1,000 or less, will continue requirement of two signatures for checks over \$1,000, and the Bookkeeper and the Executive Director continue the requirement of authorized person as signatories other than themselves on their own paychecks. The Board Chair will be the authorized Board signatory. *Motion to approve by Alex/Second by Cassandra/Approved Unanimously.*
- E. **Grant Application** – Night Owl Run application for \$1000. This is the 14th year for this popular run which has drawn participants from around the region, and as far as Virginia, Illinois, Washington and California to stay and spend in our community. Discussed the impressive list of partnering organizations and the many charities who have benefited from funds raised. Alex queried if Downtown businesses will be open late after the run and we discussed current staffing challenges and the history of businesses staying open late for sporting and other events, also this evening race is currently starting from the Hospital and is not in the Downtown district or adjacent neighborhoods as in years past. Alex asked about accessing the emails of the race registrants so that lodging may contact them directly, but as the registrants have not given permission to receive outside emails, that could be a breach of privacy. We could create a flyer of events, appealing things to do during that weekend, and link to hotel options to both give out with the registration packet, and to send ahead of time to the race organizers to query if they would be willing to send the information out in advance to out of area registrants to encourage booking more hotel nights. Alex suggested that we link to just Livingston Chamber member hotels, however the TBID represents all hotels in Livingston, and is not limited to only Chamber members but rather is required to serve the interests of all nine hotel/motels that pay into the TBID. *Motion to approve by Alex/Second by Cassandra/Approved Unanimously.*
- F. **Projects** – Junction Box art wraps; the Urban Renewal Agency (URA) is paying for art wraps by local artists on junction cabinets but two cabinets on Loves Lane in the hotel corridor are outside of their district so their bylaws may not cover the cost of these two cabinets. Discussed

Board of Directors

Kathleen Kaul – Chair

Cassandra Harris

Zoe Randall

Alex Reichert



TBID possibly covering the cost of those two cabinets if the URA does not, but it is not a direct fit for the TBID mission. Alex suggested partnering with a neighboring town to feature artists from their town on our boxes and asking them to feature our artists on their boxes to encourage booking a room in the other town. However, the A.R.T. project (application attached for clarification) stipulated that all artists must reside in Park County, the art for this project has been finalized and approved by the wrap company, URA, Gallery Association review committee, and the Montana Department of Transportation form has been submitted by the City of Livingston and approved by MDT already, but the concept of featuring art by neighboring communities can be reviewed for future projects. Because our junction boxes are on a highway/Park Street they can not list any text construing advertising, including the artist names, but this information will be included in a Junction Box map on the Explore Livingston website.

Update on Business Items of Interest

Executive Director Report – The Explore Livingston Convention Visitors Bureau/Destination Management Organization (CVB/DMO does visitor marketing, engagement and education and has separate regulations, mission and funding sources from TBID and is under the jurisdiction of the state Tourism Advisory Council, not the TBID Board, but highlights all the amenities available to visitors so we often discuss their projects) has a flood recovery grant. In addition to updating visitors about changing flood impacts and all the access that is open. The main product has been a joint “Pick Your Path to Paradise: Play Today, Invest in Tomorrow” (P2P) campaign in partnership with Paradise Valley and Gardiner. P2P emphasizes that we are all open for business and encourages overnight visitors to book rooms with a series of three-day suggested itineraries in the Livingston to Gardiner corridor, links to our websites, and a link to the Livingston Chamber Visitors Information Center. P2P posters with a map, paths to paradise lists and QR code to the shared landing page are being distributed. Campaign includes 30 distinct paid social media ads and calls to actions, print ads, and radio ads targeting the demographic target drive market detailed in the Board packet. The TBID Board would like to see early social media performance data, which will be sent to them. The Explore Livingston folded business card with a QR code that acts as a portable visitors guide with event, visitor info and amenities that are updated weekly (instead of investing in a print guide that is quickly outdated) is ready to go into our 3rd printing, we discussed if there were any updates and there are not. Gave updates on the recent Chasing Trail blogger/travel influencer visit organized by Yellowstone Country, and the current Joy of the Journey film sponsored by TBID which may have National PBS distribution and will be available this fall, more details about these two creatives will be sent to the Board. Discussed covering meals/per diem for food for those creatives whose projects will bring visitors to stay in Livingston, previously

Board of Directors

Kathleen Kaul – Chair

Cassandra Harris

Zoe Randall

Alex Reichert



approved by TBID, but discussed whether to ask other partners to help split those food costs and the board found the expense to be reasonable and appropriate for TBID. TBID's Hotel to Downtown Windrider summer free shuttle Friday and Saturday evenings pilot project had minimal ridership, discussed early feedback but will review at the next meeting after it ends. Interesting feedback that people love to drive and groups prefer custom shuttles for their personal needs. Yellowstone Harvest Festival is September 24-25, TBID board previously approved custom survey by ITRR to track who attends, how much they spent, etc. and the cost will be \$700, survey is in Board packet. The CVB/DMO's Sustainable Tourism Strategic Plan's Tourism Sentiment Survey results were in the Board packet for review, will discuss expanding the plan and survey to include Park County in a future meeting. Discussed a post-flood hospitality business summary, and feedback about early projections for cool weather booking. The general feedback is that warm weather booking is done in advance but cool weather bookings are not done in advance as much with the exception of weddings etc. Reviewed year-to-year lodging comparisons. Discussed Economic Recovery Fair plans for fall and our economic recovery partners. TBID sponsored group Voices of Montana Tourism lunch event with area business leaders with state legislators and candidates is in Bozeman, September 19 from 11:30 am – 1 pm at Hilton Garden Inn Bozeman. TBID sponsored mural at Neptune's Eatery at EV charging stations with QR is complete. The artist has donated a graphic of the art for a postcard with the Mural Trail to give out at hotels. Working on #LivingstonMuralTrail list of 12 key murals for website link. TBID Board was encouraged to review CVB/DMO target demographic for their cool weather marketing to High Value/Low Impact visitors for feedback on how the CVB's plans can also support TBID's mission and goals.

Additional New Business from Board Members – N/A

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

Next Meeting: September 14, 2022

Meeting Adjourned at 12:10 PM.

Minutes respectfully submitted by Kris King

Board of Directors

Kathleen Kaul – Chair

Cassandra Harris

Zoe Randall

Alex Reichert