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## TBID MEETING MINUTES

January 17, 2023, 11 am Via Zoom

**Roll Call:** (alphabetical order)

**Present** – Cassandra Harris, Kathleen Kaul, Zoe Randall, Alex Reichert

**Also Present** - Executive Director Kris King

**Guests** – Doug Braham, Patricia Grabow, Meet Patel

**Public Comment** – Patricia Grabow of the Grabow Hotel, TBID Board applicant, gave comment about her TBID Board application and list of tourism components in a letter she shared with the TBID board today. Meet Patel of the Country Motor Inn, TBID Board applicant, introduced himself and expressed interest in the Board.

### Discussion/Action Items

- A. Review and vote on TBID Board applications** – Board nominations to fill three openings; *Zoe nominated Navitkumar “Meet” Patel owner of the Country Motor Inn, who has 3 years of experience on the Lewistown TBID/Second by Cassandra/Verbal All in Favor/None Opposed. Zoe nominated Doug Braham, principal owner of Fairfield Inn and Home2 Suites under construction/Second by Alex/Verbal All in Favor/None Opposed. Zoe nominated Melinda Zoeckler, AGM of the Fairfield Inn & Suites/Second by Cassandra/Verbal All in Favor/None Opposed.* These recommendations and their applications will be sent to the Livingston City Commission for their approval. Pending City Commission vote on TBID Board recommendations, the full board would then be a balance of three members representing larger lodging properties and four representing smaller and medium lodging, including a Motor Inn for the first time and a property under development that will greatly increase Livingston's available rooms. TBID Bylaws require a balance of representatives from small, medium, and larger properties and this mix of TBID Board representatives would meet this goal.
- B. Review/Modify/Approve Past Meeting Minutes.** *Motion to approve previous meeting minutes by Zoe/Second by Cassandra/Approved Unanimously.*
- C. Marketing/Sponsorship Opportunities;** Park County Recreational Rink (PCRR) sponsorship opportunity; sponsored them last year at the \$600 level and our banner was up at the rink. Their new hours in year two are extended to 9 am – 9 pm when it's cold enough for the ice, skating is free and they have free skate rentals, and we've been marketing the rink as one of our winter destination activities. Discussed a variety of aspects about what would it take for them to be open even on warmer days, notifications of when they are open displayed at hotels, and other ways to strengthen accessibility to travelers and groups. *Motion to approve \$400 sponsorship of the PCRR by Alex/Second by Zoe and Cassandra/Approved Unanimously.* The CVB has completed our Winter campaign and paid ads, discussed TBID underwriting any further Spring ads. Opportunities to continue campaigns with *MQ, Travel, Taste + Tour* magazines. Kathleen spoke as a *MQ* advertiser that it reaches a targeted audience interested in Montana and people keep the issues around for an extended period. *Motion to do quarter page ad in MQ by Alex/Second by Zoe/Approved Unanimously.* *Travel, Taste + Tour* opportunity for \$2,000 full

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### Board of Directors

**Kathleen Kaul – Chair | Members: Cassandra Harris, Zoe Randall, Alex Reichert**

page ad in first third of the magazine plus dedicated Livingston website content and social media ads. Reviewed recent *Travel, Taste + Tour* winter print ad and social media traction, will use similar style with should season images. *Motion to approve ad by Zoe/Second by Cassandra/Approved Unanimously.* Shane Center program discounted ad offer since TBID is sponsor of two musicals. Discussed the strategy of a half page ad that fits all TBID hotel logos, TBID logo, and QR code linking to hotel page on website. *Motion to approve ad by Zoe/Second by Cassandra/Approved Unanimously.* Also discussed cross promotion of Shane Center tickets and booking TBID hotel rooms since the shows run late into the evening.

### Update on Business Items of Interest

- A. **Executive Director Report** – As requested at the last meeting, Kris made a report on the difference between the groups Tourism Matters to Montana and Voices of Montana Tourism; Voices is strictly education and outreach as a 501c3 and is not allowed to lobby or take positions on legislation. Tourism Matters to Montana does take positions on legislation as a 501c6 and communicates directly with CVB, TBID, DMOs about advocating for the travel economy. Montana Hospitality Lodging Assoc. is also a 501c6 that tracks and monitor bills that impact lodging properties and has a broader set of bills they are watching, and communicates with lodging property owners and managers. Tourism Matters has weekly meetings during the legislative session, works closely with the other two groups (and Dax and Stuart), and keeps us informed and engaged on legislative and other issues impacting tourism – there are thousands of bills being proposed and this group is the one keeping us informed of crucial issues. *Motion to approve funding Tourism Matters to Montana at \$1,000 level by Alex/Second by Zoe/Approved Unanimously.* Discussed any changes to Explore Livingston folded QR code business card for visitors, whether to change up image or keep Downtown rainbow. Decided to keep it as is and do our fourth reprinting to meet hotel demand. Requested Board members to fill out statewide Montana Destination Resilience Assessment survey, due 1/31/23. Discussed upcoming Tourism Advisory Committee meeting and Governor’s Conference, SB-145 letter, and Tourism Solutions Roundtable group priority ideas for bed tax fund balance. The City of Livingston Public Works Department shared a thank you post for the TBID’s funding to help cover expenses for shutting downtown streets for the Holiday Stroll. CVB is partnering on a Commerce grant application again for the Yellowstone Harvest Festival 9/9-10/2023. Feedback is requested from Board Members on Light Up Livingston for 2023.
- B. **Additional New Business from Board Members** – Clarified that TBID Board applications not nominated are kept on file for consideration for future board vacancies and are public record.
- C. **Public Comment on any Public Matter Not on the Agenda** – N/A

Next Meeting - March 21, 2023. Recurring TBID Meetings are the 3<sup>rd</sup> Tuesday of alternate months at 11 am. Schedule, Agendas and Minutes are publicly noticed at [www.explorelivingstonmt.com/tbid](http://www.explorelivingstonmt.com/tbid)

**Meeting Adjourned at 12:25 PM**

*Minutes respectfully submitted by Kris King*

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