



TBID MEETING MINUTES

March 16, 2022 Via Zoom

Present – Kathleen Kaul, Kelly Baker, Tammy Fitzgerald

Also Present – Executive Director Kris King

Public Comment – N/A

Discussion/Action Items

- A. **Review/Modify/Approve Past Meeting Minutes** - *Motion to approve February minutes by Kelly/ Second by Tammy/ Approved Unanimously.*
- B. **Financial Reports** – discussed 2021 Expense Report and specific deposits, expenses, shared projects, events, and outreach. Will update 2022 budget with actuals, rollover funds, projected income and create a list of long-term projects we've discussed to strategize priorities in the next few years.
- C. **Vote on Malcolm Cox application to join board**, contingent on 4/5 Commission vote - *Motion to approve Malcolm Cox board member by Kelly/ Second by Tammy/ Approved Unanimously.*
- D. **Office Expenses** - Most of existing office set up has been sourced for free or thrifted, will need to set up computer, printer, internet to be up and running before July. Will share expenses with other two groups, as usual. Kathleen will look into Murray Hotel assessment and office expense tally. Explore Livingston virtual Visitors Center is active via the website, Chamber of Commerce Visitor Information Center funded by MDOTB remains the in-person visitors center. Wilmot office will be open for drop in visitor info in July. Discussed \$350+ refurbished computer expense from Radio Shack, split it three ways with the other Coalition groups. *Board approved expense, no vote needed.*
- E. **Director's Report** – Discussed marketing in the coming year - cool weather marketing, warm weather season education, impact of film crews occupancy on hotels; May and Fall movie projects are in the works. Want to keep focusing on marketing in Winter to national market, not just drive market. Spring 2021 occupancy was up 292%, and occupancy is up throughout the year. Gas prices may have an impact this summer. Yellowstone's 150th Anniversary this year is also a factor. Working on summer education campaign. Montana ITRR surveys have found that resident dissatisfaction with tourism increase is up to 75% Statewide over previous years. Livingston hotel bookings for summer 2022 are high, some hotels are not taking any summer group booking. Working with Maclaren Latta, marketing pro with TAC and MDOTB history, on CVB 22/23 annual marketing plan. Grant written to RERC in November with Park County Environmental Council would help with Sustainable

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Tourism Strategic Plan, grant outcome pending. Big changes with the state to pivot to Destination Management, not just Destination Marketing. Kris will be attending mandatory Governor's Conference on Tourism in April, and participating in a specific statewide TBID session. Also attending Downtown conference, will be interacting with peers and asking questions of interest to TBID and Livingston.

- G. Discussed ongoing disinformation campaign** from Chamber Board Member Patricia Grabow, gathering history of documents and communications, and Explore Livingston strategy to end disinformation campaign. Discussed definitions of misinformation (inaccurate but not intended to harm), disinformation (inaccurate and intended to harm), malformation (accurate but intended to harm). Chamber's 2 year+ old lawsuit against City of Livingston and Manager about allocation of TBID and CVB is still pending. Continue to send Chamber information about TBID grant funding opportunities and clarifying what each Explore Livingston Coalition organization can do within their regulations and missions; there's been no direct Chamber response.

Update on Business Items of Interest

- A. Land Acknowledgement and Everyone Welcome** on Explore Livingston website – adding indigenous historical Livingston land acknowledgement information with feedback from the Native American Studies Department at MSU. All Are Welcome notification and opportunity to report negative experiences based on race, gender or disability access has been a function of the website since the beginning as a marketing strategy to create safe and welcoming messaging for Livingston. Will continue to explore more up to date acknowledgements of inclusion, including non-cisgender representation.
- I. Community Project Support** - Community Closet Basketball Shot Clock fundraiser for all High Schools in Park County. Opportunity for community and youth support to demonstrate tourism dollars invested in the community. Discussion of shot clocks possibly helping future tournaments which would meet mission of heads in hotel beds. *Motion to approve \$1,000 towards goal as matching funds to motivate more individual donations for shot clocks and future high school basketball tournaments; Kelly motion/ Second by Tammy/Approved Unanimously.*

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

Public Comment on any Public Matter Not on the Agenda – Christina Nelson, Chamber and Fair Grounds Board member. Christina has been seeking to be involved in TBID Board Meetings, although not a TBID Board member and does not qualify as a hotelier representative to apply or attend as a member, discussed her frustration about the public comment process.

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The transparency of TBID meeting agendas and meeting minutes posted publicly online and two public comment sessions was reiterated. The Board applauded her desire to be involved, will consider her concerns, and always welcomes public comment at the scheduled public comment parts of the agenda and reiterated the TBID grant application process to fund events that put heads in beds. Discussed various other nonprofits seeking volunteer help for community projects. TBID has utilized partnerships and funded events but has not historically actively recruited volunteers.

Motion to adjourn meeting *Kelly motion/ Second by Tammy/Approved Unanimously.*
Adjourn 12:15 PM.

Next Meeting: April 21, 2022

Minutes respectfully submitted by Kris King

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