



DESTINATION MANAGEMENT ORGANIZATION (DMO)/CVB MEETING MINUTES

Tuesday, January 26, 2025 | 2 pm
124 South Main, Suite 210 and Via Zoom hybrid

Present: (alpha order) Susan Byerly, Megan Eubank, Jeff Galli, Lauren Silano

Not Present: Dale Sexton, Kathleen Kaul **Also present:** Executive Director Kris King

Public Comment – N/A

Discussion/Action Items

- A. **Review/Modify/Approve Past Meeting Minutes** - *Motion to approve by Lauren/Second by Megan/Approved Unanimously.*
- B. **Financial Report** - reviewed last fiscal year audit, quarterly collections, P& L report vs. actuals, year to date marketing spends and campaigns.
- C. **Marketing** – reviewed marketing analytics, reports and assets from winter campaigns, and focus on marketing all holiday event in Livingston through paid radio, digital, social media and print ads. Discussed exceeding cost per click goals, new segmented four demographics; holiday events, empty nesters, families and singles to expand and track targeted campaigns and response. While there's growth in these segmented demographics, the 65+ women demographic remains our strongest. Have been leveraging relationships with local photographers and businesses to obtain high-quality images and videos and share on organic unpaid social media. Need to coordinate updating photo and video library to use in future marketing, there are many talented locals to work with.
- D. **Additional Discussion Items from Board Members** – N/A

Update on Business Items of Interest

- A. **Director's Report;** reviewed various bills impacting tourism industry and economy in this current legislative session. Reviewed where we are in our Destination Stewardship Tourism Resilience Plan following awarding the RFP to a contractor, and the recent gatherings with related organizations to share data and resources to reduce duplication and maximize collaboration. Discussed Yellowstone Hat Company's new location on Park Street and working with pop ups in the space that was the Feedlot to activate that space and the opportunity to strengthen Park Street business traffic.
- B. **Additional Discussion Items from Board Members** – N/A

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

3:00 pm Adjourn **Next Meeting Date:** March 18, 2025

Minutes Respectfully submitted by Kris King

Board of Directors

Susan Byerly, Jeff Galli, Kathleen Kaul, Megan Eubank, Dale Sexton, Lauren Silano