



TBID MEETING MINUTES

July 19, 2023, 11 am Via Zoom

Present - (alpha order) Doug Braham, Kathleen Kaul, Alex Reichert, Melinda Zoeckler

Absent - Meet Patel, Zoe Randall remotely tuned in via Otter Pilot

Also Present - Executive Director Kris King

Public Comment – N/A

Discussion/Action Items

- A. **Review/Modify/Approve Past Meeting Minutes** - *Motion to approve previous meeting minutes by Doug/Second by Melinda/Approved Unanimously.*
- B. **Board Membership** – Application from Chris Pettit, General Manager of the Country Motor Inn at the request of property owner Meet Patel. Pettit has an impressive resume of hotel experience at a wide variety of lodging locations and sizes and is based in Livingston. *Motion to approve Chris Pettit's TBID Board Application by Doug/Second by Alex/Approved Unanimously.* This Board recommendation will be sent to the City Commission for review at their next available meeting.
- C. **Financial Report** – Discussed Treasurer access to view QuickBooks and do reports without making edits via online program, reviewed 2023 budget, rollover from previous year and projections for the upcoming year, reserve earning interest. Reviewed TBID Collections from 2019-2023, P&L from July 2020 through 2023 and Jan-Jun comparison from 2022 to 2023. Discussed Yellowstone Park Inn being delinquent in their TBID payments for over a year and weekly communications and threats of late fees have not led to any payments. The consensus is that they will not pay until there is new hotel ownership. Board recommended that since they are not paying into the TBID they should not benefit from TBID listings and marketing. Payroll set up for quarterly employee payment.
- D. **Exit 333 median discussion** – the TBID requested this project last year to upgrade the unkempt medians, reached out to previous landscaper and other landscapers in town, only Heather's Garden Service was interested in pursuing the project. She proposed excavating current volunteer weeds and trees and installing cement to keep sand and wind-blown debris and weeds to a minimum and installation of a Livingston icon sculpture, but MDOT said no sculpture, signage or even decorative rock are possible due to traffic safety issues. Heather is communicating with City Public Works about the state of the previously installed drip system to assess what work needs to be done on that and an estimate on those updates, plus excavation costs and installation of native grasses and xeriscaping plants that would thrive with minimal maintenance. While this is not TBID's job, we are taking a leadership role to assess solutions and costs and will discuss various partnerships with the City, private and grant sources for funding. The City Manager expressed willingness to partner. Discussed the crucial emphasis on maintenance systems and costs.

Board of Directors

Doug Braham, Kathleen Kaul, Cassandra Harris, Meet Patel, Zoe Randall, Alex Reichert, Melinda Zoeckler



Update on Business Items of Interest

- A. **Executive Director Report** – Grant Updates; *Joy of the Journey* Film feedback on outstanding content needs and updates. Yellowstone Gateway Museum grant update, also discussed their 3 weekly historic walking tours for visitors. Shared program ads featuring TBID hotels that come with event grants. Marketing; Printed 3rd round QR code business cards, distributing to hospitality businesses, also graphics and posters of events. Discussed posters and posting of events. Also do Linktree on Instagram with links to web blogs featuring events monthly. Website event listing updated weekly, new/changing hospitality businesses. Discussed Hotel Occupancy and busy summer. TBID Board documents shared file created for Board Members, discussed access. Discussed finance subcommittee, do not require Board Member Handbook, Board strategic planning, Board leadership training, or taking the leadership role on Diversity & Inclusion Training at this time. Reviewed flowchart of Explore Livingston Coalition flowchart, administrative oversight and priorities. Update on Chamber’s lawsuit against the City about our groups’ designation, a recent mediation with the City ended with the Chamber not choosing mediation options and opting for a jury trial. Repeated requests for the Chamber to request TBID funding for downtown street closure expenses have had no positive response from the Chamber. Discussed LOCL <https://locl.io/livingston/> listings and training.
- B. **Additional New Business from Board Members** – Discussed new hotel construction progress with Doug. Discussed Chico selling to national corporate resort lodging management organization.
- C. **Public Comment on any Public Matter Not on the Agenda** – N/A

Next Meeting 9/19/23. TBID Board Meeting records are posted publicly at explorelivingstonmt.com/tbid

Meeting Adjourned at 12:09 PM

Minutes respectfully submitted by Kris King

Board of Directors

Doug Braham, Kathleen Kaul, Cassandra Harris, Meet Patel, Zoe Randall, Alex Reichert, Melinda Zoeckler