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**CVB MEETING MINUTES**  
**Thursday, February 18, 2021**  
**American Bank, 120 N 2<sup>nd</sup> Street and via conference call**

**Roll Call:** Kristen Galbraith, David DePuy, Tyler Erickson, Brian Menges, Kelly Baker, via phone Kathryn Bornemann, Dale Sexton

**Also in Attendance:** Executive Director Kris King

**Public Comment** –N/A

**Discussion/Action Items**

- A. **Welcome** to new member Kelly Baker, representing the Fairfield Inn & Suites by Marriott and the Tourism Business Improvement District (TBID) Board. Kelly grew up in Colorado and has an education in community and social justice and ethics. The Board made introductions and overviews of their businesses. A quorum of Board members voted via email on approving her application.
- B. **Review/Modify/Approve Past Meeting Minutes** - *Motion to approve by David DePuy; second Brian Menges; no discussion and all in favor.*
- C. **Discuss/Approve/Deny Payments on Current Invoices** – N/A. Discussed CVB fiscal year budget adjustment upward to \$23,000 from previous estimate of \$17,500 with increases in print, radio/TV, joint ventures, and website budgets.
- D. **Funding Requests** – discussed partnering on *Destination Yellowstone* magazine ad with TBID. At a minimum would like full page, two facing full pages preferred. Could share expenses with LBID also. Appeal is that magazine has great distribution in visitor drive market communities like Jackson Hole and Cooke City in addition to those adjacent to Livingston and Yellowstone gateways. Also discussed ongoing ads in Gardiner Chamber newsletter and will look into *Distinctly Montana* magazine and *Destination Big Sky* magazine, which has a Fall annual distribution.
- E. **Additional Discussion Items from Board Members** – discussed the complexity of our three – CVB/LBID/TBID – linked organizations, their missions and funding sources, and various related stakeholder organization collaboration opportunities and challenges.

Update on Business Items of Interest

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**Board of Directors**

**Kristen Galbraith – Chair      Dale Sexton – Vice-Chair**  
**Kathryn Bornemann   David DePuy   Tyler Erickson   Brian Menges   Kelly Baker**

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- A. **2021 Tourism Projections** – are greater than expected, given the pandemic, for communities adjacent to National parks, details in Executive Director’s report. Discussed Mask enforcement as a major concern of visitors. Dale gave update on Business Owners Coalition for Community Health letter of support for Park County Health Department’s ongoing mask mandate despite recent action by Governor to remove statewide mandates. Park County joins most larger communities in Montana maintaining mask mandates and related public safety measures. Also discussed Montana legislative bills that may impact tourism. Kris will give updates on Tourism items of interest that arise in her regular Statewide meetings with peer groups in bi-weekly emails to Board.
- B. **New CVB Board discussion** – Kathryn, Kristen, Dale, Tyler, Kelly, Brian will remain on CVB Board. Unsure of Karla and new board member. Need an odd number for voting purposes.
- C. **Executive Director Report** – next priority is to develop Explore Livingston website, will partner with TBID, adding a tab for them, and they voted to cover the annual website and custom email expenses for 2020 as their budget is great than the CVB’s. Will need to develop segmented mailing lists for eblasts. Discussed Park Local Development Corp’s new free Business Builder Virtual Series and outreach to various multimedia resources and tourism-related opportunities. Tyler will do introductions for Kris to drone photographer Dan Armstrong and Richie Gray of Montana Movie Ranch for discussions about collaborations.
- D. **Additional New Business from Board Members** – discussed having rotating meeting locations with more space and better Zoom capacity than our current office that would also offer an opportunity to learn more about board member’s businesses including the Murray Bar, Fairfield, American Bank or the County Meeting Room. Kris will look into scheduling those and more portable Zoom capacity.

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

Next Meeting Date March 18, 2021

10 am Adjourn

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**Board of Directors**

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