
TBID MEETING MINUTES

November 28, 2023, 11 am Via Zoom

Present via Zoom – (alpha order) Doug Braham, Kathleen Kaul, Zoe Randall, Alex Reichert, Melinda Zoeckler

Also Present - Executive Director Kris King

Not Present - Chris Pettit

Public Comment – N/A

Discussion/Action Items

- A. **Review/Modify/Approve Past Meeting Minutes** - *Motion to approve previous meeting minutes by Zoe/Second by Doug/Approved Unanimously.*
- B. **Grant Requests** – Montana Hospitality and Lodging sent a membership request, we have not been members before. TBID membership level is \$250. Individual Livingston lodging have been members and recommend it. Their work complements the work of Tourism Matters and Voices of Montana Tourism, which TBID has supported. *Motion to approve \$250 membership by Alex/Second by Zoe/Unanimous.*
- C. **Financial Report** – Discussed financial report and current balance. Discussed future projects including updating and expanding billboards marketing Livingston as a destination and researching long term investments in owning signage in addition to rental options. Discussed the history of Vision Livingston and their work.
- D. **Bylaws** - discussed fiscal year vs. calendar year to match partner organizations and various updates, will review and discuss at next meeting.
- E. **Additional Discussion Items from Board Members** – Query on Yellowstone Park Inn status of TBID assessment nonpayment, will continue to follow up on the ongoing issue.

Update on Business Items of Interest

- A. **Director's Report** - Holiday Event summaries: New Oktoberfest was very successful and inclusive, discussed aspects like more food and alcohol vendors that could be improved as there was much greater participation than expected and to not schedule on a football weekend. Good feedback on inclusivity of layout and participation and youth activity area. Several lodging reported being near or fully booked during the Oktoberfest. Discussed Yellowstone Harvest Festival which will not be done again due to financial reasons. Identified aspects that contribute to Livingston event success including free admission, marketing, collaboration with local entities, kids' activities, and

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food and alcohol available. TBID signature event, Light Up Livingston, was November 25. The Scavenger Hunt was popular but chaotic and can be scaled back in the future. Estimated 3-5k participants. Momentum and awareness is strong so we can scale back on outreach and giveaways. Discussed new aspects that worked like emcee and sound system, had massage chairs in Depot, new Trackside inside of former Uncorked, discussed challenges and opportunities. Small Business Saturday Scavenger Hunt to be under LBID/business directed purview with TBID continuing to focus on event that brings visitors to stay overnight. Look at paid assistance for future events. All holiday events are being marketed in coordinated multimedia outreach on paid national digital and print media, radio, posters, social media, our website, table tents and coasters at local businesses with QR codes and lists of holiday events. Much of paid marketing is under CVB/DMO plan with Light Up Livingston under TBID.

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

Next Meeting 1/16/24. *TBID Board Meeting records are posted publicly at explorelivingstonmt.com/tbid*

Meeting Adjourned at 12:18 PM

Minutes respectfully submitted by Kris King

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