



TBID MEETING MINUTES DRAFT
Wednesday, February 17, 2021 | 11 am – 12 noon
Zoom meeting

Present: Kathleen Kaul, Tawnya Greenfield, Kelly Baker,

Absent: Joel Boren

Also present: Executive Director Kris King and Carla Mittelstedter

Discussion/Action Items

- A. Review/Modify/Approve Past Meeting Minutes - Motion by Kelly / Second by Tawnya / Approved Unanimously
- B. Review of TBID Expenses/Revenue
 - a. The ED informed the board that due to a few event grants and the conservation of funds the back account currently has \$25k over projected 2021 income. Discussed only reviewing expenses quarterly for efficiency and limited about of spending taking place at this time.
- C. New Grant Application
 - a. The ED provided the board with the grant application for review. In its current form the application is rather lengthy. Discussed reviewing the application individually between the February and March meetings to shorten it.
- D. Funding Requests
 - a. Wheatgrass Gifts requested \$1,500 to contribute to a selfie station mural competition. The board was unsure how this project fit into the mission of the TBID and decided not to participate at this time.
 - b. *Destination Yellowstone*, a tourism magazine out of West Yellowstone which is distributed widely, offered a discount to the Livingston TBID/CVB if they wanted to have a quarter page ad to accompany ads for Gardner and the Yellowstone Hot Springs. The board was impressed with the distribution of the magazine and expressed interested in possibly splitting the cost of a full page ad with the CBV.
 - c. A proposition was presented to the board about holding a book club around Greg Forbes acts of kindness book series. The board was not interested in this request.

Board of Directors: Kathleen Kaul - Chair, Kelly Baker - Secretary
Members: Tawnya Greenfield, Joel Boren

E. Board Member Updates

- a. The ED informed the board that the bylaws call for a Chair and Vice Chair instead of a President. The ED will make these adjustments across platforms.
- b. Robert Keeler has resigned for board which leaves an opening to meet our 5-member minimum. Applications have been passed on to the owners of the Econolodge as well as the Country Motor Inn.
- c. Carla Mittelstedter from the Super 8 and Travel Lodge has expressed interested in joining the board.

F. ED and Accountant Annual Contract

- a. ED Annual Contract was Reviewed and Accepted Motion by Kelly / Second by Tawnya / Approved Unanimously
- b. Accountant Annual Contract was Reviewed and Accepted Motion by Tawnya / Second by Kelly / Approved Unanimously

G. Additional Discussion Items from Board Members

- a. The ED informed the board that she was interested in transitioning away from the Weebly website created by Meghan to a different site that is more user-friendly. Discussion was had around adding a TBID tab to the CVB website. The board agreed to make this transition and also voted and approved to cover the total annual cost of the CVB website. Motion by Kelly / Second by Tawnya / Approved Unanimously.

Update on Business Items of Interest

A. 2021 Tourism Projections

- a. The ED provided the board with information regarding 2021 tourism projections. Travelers are starting to feel more comfortable and we should be expecting to see travel start to resume this summer. The ED also asked the board how best to disseminate this sort of information and the board requested to receive biweekly updates as they come available.

B. Executive Director Report (see attached)

C. Additional New Business from Board Members – n/a

Adjourned at 12 pm - Motion by Tawnya / Second Kelly / Unanimous

Minutes submitted by Secretary Kelly Baker
