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## CVB MEETING MINUTES

Thursday, June 23, 2022 | 9:15 am – 10:00 am | Murray Bar

**Present:** Dale Sexton, Kristen Galbraith, Brian Menges, Megan Eubank, Tyler Erickson, Kathleen Kaul. **Not Present:** Kathryn Bornemann **Also present:** Executive Director Kris King

Public Comment - N/A

### Discussion/Action Items

- A. **Review/Modify/Approve Past Meeting Minutes** – Motion to approve by Kathleen/Second by Megan/Approved Unanimously.
- B. **Review/Discuss For the Love of Livingston Campaign** – reviewed campaign content for “Preserve and Protect” Livingston messaging. Overall positive response to text and very positive to graphic design. Unsure if it meets the “preserve and protect” goal but does fit “appreciate and enjoy” messaging. Will follow up developing. Flood recovery is current priority.
- C. **Marketing Plan** – reviewed FY 22-23 plan and TAC approval.
- D. **Montana Disaster Grant for Yellowstone Country** – discussed uses, prioritize labor for updates and messaging to let visitors know we are open and ask them not to cancel trip.
- E. **Bandwango** - Board is not interested in app, would rather spend on locally-based services.
- F. **Additional Discussion Items from Board Members** - N/A

### Update on Business Items of Interest

- A. **Executive Director Report** – discussed flood response, projects funded by TBID, ARPA Ad-hoc committee, Yellowstone Country Board, Yellowstone Harvest Festival, Explore Livingston visitor info business cards, Windrider Hotel to Downtown Shuttle Pilot Project, July events, Destination Management/Sustainable Tourism, and the Montana Travel Association.
- B. **Additional New Business from Board Members** - N/A

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

Next Meeting Date August 18, 2022

10:10 am Adjourn

Minutes respectfully submitted by Kris King

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### Board of Directors

**Kristen Galbraith – Chair      Dale Sexton – Vice-Chair**

**Members: Kathryn Bornemann, Megan Eubank, Tyler Erickson, Brian Menges, Kathleen Kaul**