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## TBID MEETING MINUTES

August 18, 2021 from 11 am Via Zoom

**Present** – Kelly Baker, Kathleen Kaul, Joel Boren

**Absent** – Tawnya Greenfield

**Also Present** – Executive Director Kris King

**Public Comment** – N/A

### Discussion/Action Items

**A. Review/Modify/Approve Past Meeting Minutes** – *Motion by Kelly/ Second by Joel/ Approved Unanimously.*

**B. Review 2<sup>nd</sup> Quarter Financial Reports** – reviewed 2<sup>nd</sup> Quarter expenses and reviewed updated assessment income projections.

**C. Discuss Grant Applications** – Had asked Peak to Creek Soapbox Derby for updated grant application minus concert for locals, as the latter does not qualify for a TBID “heads in beds” focus. The Board remains concerned about unprofessional content and disregard for public health on the group’s official social media as it is in conflict with TBID’s professional and public health values. Also concerned about the submitted budget, which has multiple repeat expenses on different line items and several vague categories, and the amount raised for charity by the event is a fraction of the grant request. After much discussion, the proposed action is to fund public safety and wellness aspects of the budget, for a total of \$6,412, with a request to pay those vendors directly. Also, will not have the TBID logo associated with the event’s marketing as it may direct people back to problematic social media content, with the exception of giving them printed sponsorship signage for the porta-potties similar to July 2 Parade - *Motion by Kelly/ Second by Joel/ Approved Unanimously.*

**Night Owl Run** – will sponsor this event which likely brings some overnight guests at the \$500 level - *Motion by Kelly/ Second by Joel/ Approved Unanimously.*

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## Board of Directors

**Kathleen Kaul - Chair   Kelly Baker – Secretary/Treasurer**

**Tawnya Greenfield   Joel Boren**



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**D. Discuss cold weather season events to bring visitors to Livingston lodging -**

discussed various ideas for hotel-based events on Halloween but as Trick or Treating on Yellowstone Street is a strong tradition, proposed having a presence there. Will check if TBID can erect a canopy where Yellowstone Street is blocked off with our banner and hotel logos and hand out candy, hot cider, glow sticks, etc. This would be a way to give back to the community even though it does not put heads in beds. Discussed various winter events to attract visitors and concluded that a 'Light Up Livingston' event could be a great draw. Coordinate with the lighting of the Depot trees, LBID snowflake lights, have Depot Park and colonnade-based live music, caroling, hot drinks, carriage rides, Santa, maybe singalongs at a bonfire. Would coordinate with Chamber to not conflict with Holiday Stroll, work with Depot, ask downtown businesses what/if they'd like to be involved/offer. Would have professional design to market to regional travelers and on regional calendars. Could be a pilot project the first year and grow into bigger draw, if it is well run it could be a success and signature event benefitting both lodging and locals. Both events can be pitched to media for coverage and help educate locals about the benefits of TBID and CVB funds invested in the community.

**Update on Business Items of Interest**

**A. Executive Director Report** – discussed Recreate Responsibly marketing, distribution of Explore Livingston business cards with QR code directing visitors to web info, updates to TBID website, ordering another batch of masks as demand is spiking again, TBID board application, Sustainable Tourism Strategy steering committee – Kathleen will join – and “Greetings From” signature Livingston mural proposal. Will research mural logistics and revisit.

**B. Additional New Business from Board Members** – N/A

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

**Next Meeting: September 15, 2021**

**12:20 PM Adjourn**

*Minutes respectfully submitted by Kris King*

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**Board of Directors**

**Kathleen Kaul - Chair   Kelly Baker – Secretary/Treasurer**

**Tawnya Greenfield   Joel Boren**