



TBID MEETING MINUTES

November 20, 2021 from 11 am – Noon
Via Zoom

Present – Kelly Baker, Kathleen Kaul, Joel Boren

Also Present – Executive Director Kris King

Public Comment – Patricia Grabow joined the Zoom meeting for the first 15 minutes to discuss if being the owner of the Grabow Building meets the criteria to join the board. The Grabow is not a lodging property collecting TBID assessments so does not qualify, Bylaws Section 2:3, Qualification (2). If the Grabow does eventually get a City and State License as a hotel and begins paying assessments into the TBID, they would then qualify to appoint a representative to serve on the TBID Board.

Discussion/Action Items

- A. **Review/Modify/Approve Past Meeting Minutes** - *Motion to approve by Kelly/ Second by Joel/ Approved Unanimously.*
- B. **Review of TBID Expenses/Revenue** – Discussed Profit and Loss, Check Register and bank balance documents.
- C. **Travel & Taste Tours Magazine** – proposal just came in from the 160-page travel magazine with a last-minute deal for a \$11,000 package priced at only \$2,750. Package includes a full-page color ad in the first third and a two-page 600-word editorial with 7 photos, and listing in their Winter Wonderland issue, circulation January – April 2022. Also includes social media campaign and web feature package. Ad is due tomorrow. *Motion to approve by Kelly/ Second by Joel/ Approved Unanimously.*
- D. **Hermann Global proposal** – similar package TBID did previously when with the Chamber. \$3,000 for three individual social media posts on visit USA Parks. Compared with the other marketing campaigns we've done with print and digital ads at lower price points, the return on investment for only 3 posts is not merited. *Motion to reject proposal Kelly/ Second by Joel/ Approve to Dismiss Proposal Unanimously.*
- E. **Rink Rats** – Excited for new indoor skating rink at Park County Fairgrounds. Initial year they are still gathering skate inventory and working out logistics but in the future, it could be a big winter draw for visitors and add to our winter travel offerings. Sponsorship prospectus has three levels. *Motion to approve \$600 top level by Kelly/ Second by Joel/ Approved Unanimously.*
- F. **Light Up Livingston event** – Thanks to Board member Kelly for the concept and proposing this event, it is coming to fruition! Working to clarify all the misinformation that has been circulated about the event genesis and funding. Holiday Lights Committee is giving away their old holiday décor, Christina Nelson reached out to collaborate on holiday events, Explore Livingston Coalition will pay for and distribute flyer and social media featuring all public Livingston Holiday

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events. There are no other Light Up Livingston sponsors, LBID will underwrite all marketing and logistics costs, giveaways, subsidize food costs so nothing costs more than \$5, and partners will cover their own activities. Holiday Lights Committee raises their own funds from the community for the tree lights, Ace Hardware funded the new Christmas tree lights and Monrovia top. Have secured Santa, Elsa, Frosty, food truck, Depot selling hot drinks and taking family photos inside, Model Trains will be running in the basement. We're too close to the train to have a safe hayride so nixing that. Rural Fire will have trucks on either side with flashing "event ahead" signs. Katabatic selling beer, Murray Bar selling libations for hot drinks, Rec. Dept doing a StoryWalk book and Candy Cane Hunt, Links for Learning to do a Holiday Scavenger Hunt and sell Christmas cookies. High school choir to perform, have tip jar, TBID will pay for 1 hot drink and 1 food item for vendors/volunteers. Downtown banners are up, posters being distributed, will have 3 banners at Depot and one 7th Street intersection. Discussed print and radio advertising. TBID will give out 50 branded tumblers, reflector lights, candy, and hand knit scarves and afghans (donated by Rural Fire Dept., cleaned for free by Persnickity Dry Cleaners). Will be passing around volunteer sign-up sheet to Rotary and TBID. Discussed TBID purchasing 150 pair of hand warmers to give away and jumbo chalk for Chalk on the Walk.

Update on Business Items of Interest

- A. **Executive Director Report** – Reported on Halloween community give away, refunded non flashing reflectors. Proposed splitting storage unit expense as TBID supplies and maybe the Depot Christmas Train will be stored there, *Motion to approve by Kelly/ Second by Joel/ Approved Unanimously*. LBID would like to buy more Downtown Snowflakes, Holiday Lights Committee and TBID could invest in more and split costs. *Motion to approve by Kelly/ Second by Joel/ Approved Unanimously*. Travelocity ad completed with image of cross-country skiing, will run winter season. Doing outreach for more board members.
- B. **Additional New Business from Board Members** – N/A

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

Next Meeting: January 19, 2021

Adjourn 12:25 PM

Minutes respectfully submitted by Kris King

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