



CVB MEETING MINUTES

October 21, 2021, 9:25 am – 10:00 am Via Zoom

Present: Dale Sexton, Kathryn Bornemann, Megan Eubank, Kristen Galbraith, Brian Menges

Absent: Kelly Baker, Tyler Erickson

Also present: Executive Director Kris King

Public Comment – N/A

Discussion/Action Items

- A. Review/Modify/Approve Past Meeting Minutes** – Motion by Dale/Second by Kathryn Approved Unanimously.
- B. Explore Livingston Coalition moniker** – TBID and LBID approved, CVB board is comfortable with this group name, Kris will work with Megan on a version of the group logo.
- C. CVB Office and Hours Requirements** - recently learned that CVB is required by the State of Montana to have a location open to the public weekday business hours, this is not a 2nd Visitors Information Center, the Chamber does that. Current office location could work if we added better wifi, computer, printer, etc. The CVB budget cap for location, staffing, office supplies, utilities, bookkeeping, postage and all admin costs is limited to about \$6,000 annually so partnerships are needed. Funding and full-time staffing remains a challenge as CVB mandatory meetings and regulatory processes already surpass the allowable admin time and resources. Ideally could have satellite site in the future staffed by volunteers during the busy tourism season for information.
- D. TBID shared event resources** – TBID has purchased a 10 x 10 tent branded with CVB, TBID and LBID logos and names and Livingston photos, QR code, includes heater, lights, footer weights, and table with cover. CVB and LBID may use asset, has lifetime warrantee. **Tourism Matters pledge support** – TBID pledging \$1,000 to support this group that works closely with the Montana State government promoting tourism/hospitality interests and keeping us all informed of crucial issues and strategies. **Halloween event** – TBID paying for food truck to serve up to 1,000 hot drinks at 4th Street on Halloween and 2,000 pieces of candy, and swag as thank you to community and good will from tourist \$. **Median landscaping** – TBID is spearheading an update to median landscaping near exit 333 which has not been maintained for years, working with City, previous landscaper, Parks and Trails, and others. **Light Up Livingston event** – Idea of TBID board member Kelly

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Baker, who's seen tourism success with concept in other communities. December 11, 4-7 pm. TBID is only sponsor, working with partners. Met with Ed O'Donnell, Holiday Lights Committee, who does Depot tree lights, Recreation Department, and the Depot to plan logistics. Hot drinks and food, carols, candy cane hunt, StoryWalk, Photos inside Depot for one family at a time. Pilot event, plan to grow into economic driver in coming years. Will update CVB's YPR radio spot to be about Light Up Livingston.

- E. Sustainable Tourism Strategic Plan** – Have had initial 'plan the plan' meeting with stakeholders. Next step is to confirm steering committee, then work on process and funding for information gathering meetings. Will fold in existing data and community plans, and what other gateway communities have learned. Likely 1–2-year process.
- F. Additional Discussion Items from Board Members** – N/A

Update on Business Items of Interest

- A. Executive Director Report**, Explore Livingston marketing – social media assets submitted to Trip Advisor and Distinctly Montana. Website updated with more events, media links and Livingston trip inspiration articles.
- B. Additional New Business from Board Members** – N/A

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

Next Meeting Date and Agenda November 18, 2021

9:58 am Adjourn

Minutes respectfully submitted by Kris King

Board of Directors

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