

## DESTINATION MANAGEMENT ORGANIZATION (DMO) MEETING MINUTES

Tuesday, September 23, 2024 | 2 pm  
124 South Main, Suite 210 and Via Zoom hybrid

**Present:** Susan Byerly, Kathleen Kaul, Megan Eubank, Alex Pinon, Dale Sexton, Lauren Silano

**Not Present:** Sarah Lester | Also present: Director Kris King

Comment – N/A

### Discussion/Action Items

- A. **Review/Modify/Approve Past Meeting Minutes** - Motion to approve by Megan/Lauren/Unanimous
- B. **Budget Review** – Reviewed budget report, discussed Commerce’s ‘tax collection error’ cutting this year’s fiscal budget by \$12,000.
- C. **Seasonal Marketing** – Print, digital and social media paid cool season campaigns underway.
- D. **Additional Discussion Items from Board Members** – N/A

### Update on Business Items of Interest

- A. **Park County Housing Coalition Presentation** by Katherine Daily discussed efforts to address housing affordability challenges through various initiatives and funding sources, including a proposed community housing fund with voluntary fees. The board discussed successful community impact fee program example in Whitefish explored the possibility of implementing a similar voluntary 1% fee program across Paradise Valley to support both housing initiatives and ideally also natural asset preservation.
- B. **Comment on any Public Matter Not on the Agenda** – N/A

Next Meeting Date: November 18, 2025

3:20 pm Adjourn

Minutes respectfully submitted by Kris King

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### Board of Directors

**Chair:** Lauren Silano | **Secretary/Treasurer:** Megan Eubank

**Members:** Susan Byerly | Kathleen Kaul | Sarah Lester | Alex Pinson | Dale Sexton