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## DESTINATION MANAGEMENT ORGANIZATION (DMO)/CVB MEETING MINUTES

Tuesday, May 27, 2025 | 2 pm  
124 South Main, Suite 210 and Via Zoom hybrid

**Present:** (alpha order) Megan Eubank, Kathleen Kaul, Sarah Lester, Lauren Silano, Alex Pinson  
**Not Present:** Susan Byerly, Dale Sexton, **Also present:** Executive Director Kris King

**Public Comment** – N/A

### Discussion/Action Items

- A. **New Board Member** – we welcomed Alex Pinson, owner of Fireflies Pottery and Sarah Lester, owner of High Trash Boutique.
- B. **Review/Modify/Approve Past Meeting Minutes** - Motion to approve by Kathleen/Second by Lauren/Approved Unanimously.
- C. **Annual Marketing Plan** – reviewed annual marketing plan, statistics, and deliverables in great detail that was presented to the Tourism Advisory Committee in April, including the new Lodging Facility Sales Tax (LFST) line item that is kept separate from the existing Lodging Facility Use Tax (LFUT). Projected possible 20% decrease in collections due to national policy, boycotts, tariffs and economic concerns. Will present to Livingston City Commission Board for review and approval at their next available meeting.
- D. **Additional Discussion Items from Board Members** – N/A

### Update on Business Items of Interest

- A. **Director Report** – shared a list of Legislative issues relevant to tourism and wins from the session, Kris had up to 3 weekly meetings about the legislative session and frequent strategies and communications to address those issues impacting our industry, including the film industry. Discussed 'Who Does What in Tourism' meeting June 9 we will convene with panelists from a wide range of peers who work in Tourism. This meeting is part of our Destination Stewardship and Tourism Resiliency Strategic Plan underway. Reviewed new Explore Livingston brochure with great design by Eubank Creative and educating locals about the ways they and our economy benefit from tax dollar projects at no cost to locals. Reviewed paid media report and presentation to Tourism Advisory Committee in Glendive next month. Discussed summer campaign to educate visitors on responsible visitation and a complete list of all amenities.
- B. **Additional Discussion Items from Board Members** – N/A

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

**3 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