

Livingston Tourism Business Improvement District Board Meeting Minutes February 19th, 2020



Chamber of Commerce Rm 12 noon

Agenda

Meghan moves to approve agenda

Tawnya seconds

All in favor.

Call to Order/ Present:

Board: Meghan, Eric, Tawnya, Robert, Leslie

Proxies: Eric for Kathleen for grant proposals only

Guests: Patricia Grabow, Frank Gazella, Jacey & Andy Watson, John Representative from Livingston Chamber of Commerce

Public comment-

Patricia Grabow - Strategic plan is moving forward really well. First making Livingston a ski town (will be getting funding from Yellowstone Country and their advertising they are doing on ski towns); working with Chico Hot Springs and Sage on this as well. Also working on downtown parking and bus tours too.

Scheduled proposals/Grants:

Frank Gazella Jr, Creek to Peak Derby event: Asking for \$10,000 in advertising to grow this local event. Only one of this kind in the nation, 4th annual event coming up; 22 teams registered last year; 1300 people attended last year and expected around 2000 this year.

Tabled for discussion until the end of meeting

Jacey & Andy Watson , Freestone Productions, PBR:

August 1st, 2020; 11th Livingston PBR; Would like to get to a sold out status and at some point make it a two day event; currently 5000 would be sold out. Only 300 short this past year. People that attend: 90% from outside of Livingston; 25% is from Bozeman. Runs from 7pm to 9:30pm. Requested \$5000 would all go to TV to Missoula, Kalispell, Billings; big push starts on Father's Day.

Tabled for discussion until the end of meeting

Old Business

1. Approve Meeting Minutes from January meeting.

Meghan moves to approve

Eric seconds

All in favor

2. Results of Small Town Revolution

Waiting from Kristin to submit report. Leslie will follow up

3. Approved Jazz Festival 2019, need outcome.

Waiting from Garrett to submit report. Leslie will follow up

4. Approved Assessment Increase for 2020. Resolution incorrect working with city.

Approved resolution needs to be corrected. Took a portion of the BID resolution that spoke to infrastructure. Leslie and Eric are working with the city to make the correction. Assessment has been approved though so hotels can begin to charge with the \$2 increase.

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5. Continued work in progress for Spring with HMS Global. Leslie sent verbage and pictures. **Leslie will roll the information out to the board at the next meeting.** HMS will not go public with any information until the TBID board has seen and approved the material.

6. Leslie needs a firm list of hotel offers and bus parking, for all forward opportunities. Leslie will resend email everyone and let those who haven't responded know about it.

7. Financial update

We have \$12,000 outstanding. One hotel hasn't paid Fourth quarter, one hotel hasn't paid third quarter, one hotel hasn't filed fourth quarter. \$25,495 sitting in the bank.

New Business

1. 2020 Budget approval and 2020 Marketing Discussion.

We will be doubling our collection and adding a hotel, but staying conservative with the budgeted income due to so many uncertainties with COVID-19 and some hotels may or may not be reopening. The website expenses to build the page for the hotels and TBID is under computer expenses. Marketing and Advertising includes FB page, marketing pieces, photos.

Meghan motions to approve

Tawnya seconds

All in favor

2. Attendance to Select Family Travel Conference March 21-24, product piece discussion.

Leslie will finalize the piece and email out proof to the board for approval prior to sending to print

3. TBID Facebook account open discuss direction. @LodginginLivingstonMT

Leslie will send a friend invite to all of the board members

4. New website first stage, landing page for TBID. \$3000.00

June 30th the first phase will be rolling out; HMS could add our TBID landing page to current site; We need a landing page per our bylaws for our minutes, agendas, and announcements; Also, instead of having all of this paper marketing, could we just move it to our landing page and begin directing the public to our FB page and website?

5. Revise bylaws for payment function. Late Fees, Timelines. Payment form.

Need to add these to our Policies and Procedures

Can we also create a PDF fillable so the board can send it out to applicants? **Meghan will create the form and send it to everyone.**

6. Morrison Creative bid for Social Media artwork.

Morrison Creative really understands the tourism industry and has just moved to the Livingston area. Leslie feels they would be a great fit. Meghan suggested we move this discussion to the next meeting so Kathleen can participate since bidding for a marketing group to help the TBID. **The board agrees to table until the next meeting.**

7. Director updates from Tourism Summit and TAC meeting.

China visits could drop by 25% this summer due to COVID-19. The state has begun working on promoting travel within the states and Canada.

AirDNA - tracts the AirBnBs and VRBO. Trying to get contracts with communities so that we can better understand the market.

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Grant motions:

PBR Grant Application:

We are looking at this as a long term investment. If we can help them grow to become a two day event, that will benefit the community and hotels.

Meghan motions to approve the PBR grant for \$5000.

Tawnya seconds.

All in favor.

Creek to Peak Grant Application:

Eric motions to award a \$5000 grant for their annual derby event.

Meghan seconds

All in favor

Eric motions to adjourn

Meghan seconds

Adjourned at 2:30pm