



CVB MEETING MINUTES

Thursday, March 17, 2022 | 9:45 am – 10:15 am | Mint Bar

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

Not Present: Kelly Baker **Also present:** Executive Director Kris King

Public Comment – Christina Nelson, Chamber and Fair Grounds Board member, comment overlap from LBID meeting. See LBID 3/17/2022 minutes for details.

- A. **Review/Modify/Approve Past Meeting Minutes** – Motion by Kathryn/Second by Megan/Approved Unanimously.
- B. **Budget Discussion** – discussed last Profit and Loss Report for 2021, Check register for 2021, updated collections budget for Fiscal Year 2021/2022, and history of Park County gross lodging tax revenue. Current updated budget for FY 21/22 is \$56,000.
- C. **County Project Updates** - Kristen gave updates on Old Clyde Park, Myer's Lane from Freshman Creek to Lewis plans and looking for funding. She is on the Big Sky Passenger Rail Authority Committee and meets with Committee Secretary Berg monthly with 18 counties working on funding to bring passenger rail back to the southern line that would pass through Livingston and utilize the historic Depot. Also update on plans with Fairgrounds to upgrade water and sewer infrastructure and install a new ADA compliant bathroom.
- D. **2022/23 Marketing/Destination Management Plan** - briefly discussed plans for FY 22/23 marketing plan, working with marketing professionals with experience in the field, target demographic and seasons. Plan is due early May, will share plans with CVB marketing committee for feedback. State is pivoting from CVBs to DMOS; a combination of Destination Management and Destination Marketing plans custom to each town/region. Also discussed plans for Sustainable Tourism Strategic Plan.
- A. **Additional Discussion Items from Board Members** – N/A

Update on Business Items of Interest

- A. **Executive Director Report** - Governor's Conference on Tourism is April 17-19, Executive Director attendance is mandatory and budgeted, Board members are welcome and encouraged to attend. Briefly discussed new Indigenous Land Acknowledgement and existing All Are Welcome language on Explore Livingston website, will revisit. Follow up on regulations to join Wild Livelihoods Coalition and MDOTB staff saw no problem.

Board of Directors

Kristen Galbraith – Chair **Dale Sexton – Vice-Chair** **Kelly Baker – Secretary**
Kathryn Bornemann **Megan Eubank** **Tyler Erickson** **Brian Menges**



Briefly discussed Kris' recent meeting with local coffee shops and community members about Starbucks moving into previous Arby's building, petition, and media coverage. Their 'Stop Starbucks' focus does not address that there is no regulatory path to prevent this business moving into an existing space, and is not a fit for our purview but the offer to help with a 'Support Local Coffee Shops' campaign remains.

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 April 21, 2022

10:15 am Adjourn

Minutes respectfully submitted by Kris King

Board of Directors

Kristen Galbraith – Chair Dale Sexton – Vice-Chair Kelly Baker – Secretary
Kathryn Bornemann Megan Eubank Tyler Erickson Brian Menges