



TBID MEETING MINUTES

April 20, 2022 at 11 am via Zoom

Present – Kathleen Kaul, Kelly Baker, Tammy Fitzgerald, Joel Boren

Also Present - Executive Director Kris King

Public Comment – As requested by the TBID previously, Windrider pilot program for shuttle from Exit 333 hotels to Downtown warm season Friday-Saturday evenings presentation by Kristen Galbraith. Wishberry Hollow grant presentation about supporting year two of the Fairy Dwelling installation at Myers River Trail, the first year attracted visitors from the drive region, funds are to reimburse artists and for outreach materials, all admin and planning is volunteer, presentation by Megan Eubank. Board queried about sufficient outreach materials for hotel/motel lobbies to distribute.

Discussion/Action Items

- A. **Welcome** new Board Member Malcolm Cox, who is currently ill. He was approved by City Commission 4/5/22 and Joel Boren's application was approved by the City Commission 4/19/22. Sadly, Kelly will be moving back to Colorado and leaving the Board.
- B. **Review/Modify/Approve** Past Meeting Minutes. *Motion to approve March minutes by Kelly/ Second by Joel/Approved Unanimously.*
- C. **2022 Q1 Financial Report** – reviewed P & L, Q1 assessments still pending.
- D. **Board Membership, Officers** – as Kelly leaves board, there is an opening on the CVB Board, would like to have TBID representation. Kathleen offered to fulfill Kelly's term on the CVB Board, CVB Board will discuss. Need to elect new TBID Secretary, Treasurer, will discuss at next meeting.
- E. **Grant Applications** – Wishberry Hollow grant proposal, discussed investing in lasting childhood memories to enhance visitor experience and create future travelers, discussed return visitor statistics. *Motion to approve grant of \$3,500 plus additional funds for lodging outreach materials and remaining \$1,000 if Community Closet does not fund the project by Kelly/ Second by Joel/Approved Unanimously.* Windrider hotel shuttle pilot program, discussed positive and return visitor experience, statistic that 70% of visitors are concerned about their environmental impact, and flexibility of this pilot project. *Motion to approve \$7,500 for Windrider hotel shuttle grant by Kelly/Second by Joel/Approved Unanimously.* Have not received any City event permit grant applications. Continuing conversations with new Creek to Peak owners about Soap Box Derby.
- F. **Livingston Mural at Charging Stations** – reviewed proposal from Kay Potter art, discussed her other projects, the process, and ideal location in front of the electric vehicle charging stations on the side of Neptune's Eatery to reach that captive audience while they're charging their vehicles to promote booking a hotel and exploring Livingston with a QR code to the website. The State is creating a

Board of Directors

Kathleen Kaul – Chair | Kelly Baker – Secretary/Treasurer

Tammy Fitzgerald | Malcolm Fox | Joel Boren - Members



charging station map that will drive visitors to Livingston. Lauren at Neptune's has agreed to allow the mural on her building, will have feedback on art. *Motion to approve \$500 deposit for Charging Station Mural to begin project of 80 square foot mural by Kelly/Second by Joel/Approved Unanimously.*

- G. CVB FY 23 Marketing Plan** – Draft plan, will have multiple reviews. Working with Maclaren Latta on the plan, strengthening plan with statistics, and discussed pivot to Destination Marketing Organization with cool weather drive market outreach and warm weather visitor education. Discussed that as CVB is marketing to just drive market in cool weather then TBID may want to market to a wider market.

Update on Business Items of Interest

- A. Executive Director Report**, report from Tourism Conference 4/17-19/22; discussed takeaways, possible projects focusing on high return/low cost solutions, tourism statistics and projections, moving away from print outreach and current dynamic of visitors' heavy use of their phones as their primary information portal, 24 hour information kiosks, demand for recycling, what marketing to other Montanans looks like, Montana resident's negative perception of tourism has increased to over 70% but may be driven by new residents as much as visitors, educating visitors that if they do not stay at a hotel to make sure their VRBO is paying into the bed tax, cannabis education, Museums driving tourism - much of it virtual - visitors are spending 2 years planning their trip and much of their research is Google-based so expanding our Google 360 project with Henry Harrison to include amenities is worth exploring, increasing popular 'Trails' (Burger Trail, Dino Trail etc.) that we should keep on our radar to feature some Livingston area amenity category, and what other communities are doing in their move to Destination Management away from Destination Marketing including investments in housing solutions. Kris attended the annual Statewide TBID meeting at the Conference, discussed what each community charges for assessment and the wide variety of how TBIDs are run, including some having their City collect assessments which we could explore, Voices of Montana Tourism report, Tourism Matters, Montana Lodging and Hospitality Association, discussed Colorado changes in TBID fund usage, and tourists' impact on community infrastructure without contributing to that impact. Discussed concept of increasing assessment with that difference to go to a specific fund for workforce housing or other needed infrastructure.
- B. Additional New Business from Board Members** – The board appreciates and will miss Kelly.

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

Next Meeting: May 18, 2021

Meeting Adjourned at 12:32 PM.

Minutes respectfully submitted by Kris King

Board of Directors

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Tammy Fitzgerald | Malcolm Fox | Joel Boren - Members