



DESTINATION MANAGEMENT ORGANIZATION (DMO)/CVB MEETING MINUTES

Tuesday, March 25, 2025 | 2 pm
124 South Main, Suite 210 and Via Zoom hybrid

Present: (alpha order) Jeff Galli, Dale Sexton, Susan Byerly

Not Present: Kathleen Kaul, Megan Eubank, Lauren Silano **Also present:** Executive Director Kris King

Public Comment – N/A

Discussion/Action Items

- A. **Review/Modify/Approve Past Meeting Minutes** - *Motion to approve by Dale/Second by Jeff/Approved Unanimously.*
- B. **Placer.ai** – discussed the benefits of this detailed visitor tracking program, TBID Board agreed to pay for half. Can run unlimited detailed reports by location, date, with year to year comparisons. Jeff offered to help run a yearly census of Downtown businesses, we could email questions and Jeff could go door to door. *Motion to approve Placer.ai program splitting costs with TBID by Dale/Second by Jeff/Approved Unanimously.*
- C. **Board Membership** – discussed new Board applicants and upcoming Board membership term renewal. Dale Sexton has agreed to another term and Kris will meet with the prospective new Board to discuss openings on both the DMO and LBID Boards and the best fit for them. *Motion to approve by Dale Sexton's term renewal and Alex Pinson and Sarah Lester's applications with details on who is on which board to be determined by Jeff/Second by Suz/Approved Unanimously.*
- D. **Annual Marketing Plan** – will send next fiscal year marketing plan to the Board for review and approval between Board meetings as it is due to the Tourism Advisory Committee in April.
- E. **Additional Discussion Items from Board Members** – N/A

Update on Business Items of Interest

- A. **Director Report** – tabled at Wild Livelihoods event to discuss tourism, Dale gave update on Yellowstone Gateway Coalition revitalization and will be visiting DC for National Parks Week invited by PCA. Discussed marketing report which includes results and examples of paid ads to four segments; singles, families, empty nesters and winter/holiday events, added new videos and paid Google Search this year. TBID voted to continue DMOs winter marketing through Spring in part to let folks know we are open despite National layoffs. Discussed gathering more photos from locals and businesses for marketing.
- B. **Additional Discussion Items from Board Members** – N/A

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

3:10 pm Adjourn

Minutes Respectfully submitted by Kris King

Board of Directors

Susan Byerly, Jeff Galli, Kathleen Kaul, Megan Eubank, Dale Sexton, Lauren Silano