



TBID MEETING MINUTES

May 18, 2022 from 11 am Via Zoom

Present – Kathleen Kaul, Joel Boren, Malcolm Cox

Also Present - Executive Director Kris King

Public Comment - Dax Schieffer, Voices of Montana Tourism, gave a presentation about the role and work of the organization which includes tourism advocacy and education, but not lobbying, and he gave an overview about the formation of a new Tourism Travel Association whose work will include lobbying. Also discussed community partnerships and support from TBID.

Discussion/Action Items

- A. **Review/Modify/Approve** Past Meeting Minutes. *Motion to approve March minutes by Joel/ Second by Malcolm/Approved Unanimously.*
- B. **Board Membership, Officers** – With Kelly Baker and Tammy Fitzgerald leaving the area, and Malcolm Cox leaving his position, we'll be continuing recruitment and need to vote on new officers to replace Kelly Baker. *Motion to approve Joel Boren as Secretary/Treasurer by Malcolm/Second by Kathleen/Approved Unanimously.*
- C. **Annual Budget, FY 22-23** – switching to fiscal year from calendar year to coordinate with other partner organizations. Reviewed actuals to date in the calendar year and proposed new FY budget. *Motion to approve FY 22-23 Budget by Joel/ Second by Malcolm/Approved Unanimously.*
- D. **Grant Applications** – Reviewed Creek to Peak Soapbox Derby grant application, which was submitted this morning. Have been working closely with new owners who are striving to be more professional and grow the event. However, given the lateness of the application and lack of visibility for TBID's support or robust outreach and advertising, TBID will decline to fund this application. However, TBID is eager to support them in the future, expand marketing so it brings participants to stay in hotels, and help make the event a success. *Motion to decline Soapbox Derby grant application by Malcolm/ Second by Joel/Approved Unanimously.* Discussed Board desire to have project grant application, similar to event grant application, for organizations with relevant projects to apply for funds, for instance Voices of Montana Tourism. Kris will make a new application form, add it to the website, and send it to Dax and others who request project funding.

Board of Directors

Kathleen Kaul – Chair | Joel Boren | Malcolm Fox



Update on Business Items of Interest

- A. **Executive Director Report** – discussed rules and regulations clarifications for board meeting protocol, legal advice, and ongoing external disinformation. Will order another batch of Tourism information business cards with QR code, they were very popular with visitors. Discussed pivot to drive market and Montana-based print media by the CVB/Destination Management Organization, TBID can decide if they want to market to outside of the drive market. Windrider Hotel to Downtown Shuttle flyers will be delivered to hotels soon, Wishberry Hollow will also be creating flyers for hotel. Discussed Tourism sentiment resident survey for Sustainable Tourism Strategic Plan and laying the ground work for the Preserve & Protect campaign. The TBID large metal sign as a Baseball sponsor has been completed and delivered, it will move from ballpark to ballpark. Discussed lack of way for tourism funds to go to support the infrastructure they impact. Discussed having the City apply for event Fee Waiver expense coverage via the usual TBID grant process for events that bring visitors to stay in hotels when the organization running an event will not fill out an application. Discussed several years of unsuccessful attempts to create collaborations with Livingston Area Chamber, including their denial that the TBID sponsored the July 2, 2021 parade portapotties, and other offers of funding,
- B. **Additional New Business from Board Members** – N/A

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

Next Meeting: June 15, 2022

Meeting Adjourned at 12:25 PM.

Minutes respectfully submitted by Kris King

Board of Directors

Kathleen Kaul – Chair | Joel Boren | Malcolm Fox