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## DESTINATION MANAGEMENT ORGANIZATION (DMO)/CVB MEETING MINUTES

Tuesday, March 26, 2023 | 2 pm  
124 South Main, Suite 210 and Via Zoom hybrid

**Present:** (alpha order) Susan Byerly, Megan Eubank, Kathleen Kaul, Brian Menges, Dale Sexton, Lauren Silano  
**Not Present:** Tyler Erickson, **Also present:** Executive Director Kris King

**Public Comment** – N/A

### Discussion/Action Items

- A. **Review/Modify/Approve Past Meeting Minutes** - *Motion to approve by Kathleen/Second by Dale/Approved Unanimously.*
- B. **Financial Report** – discussed Quickbooks, bookkeeping, and financial reports. Hotel occupancy is down some year over year, discussed lack of snow impact on winter travel. Discussed winter incomes year over year, some businesses up and some are down.
- C. **Marketing Updates** – Winter paid marketing wrapping up. Traveling Mel will do a series of 6 annual blogs for website, eblast, IG links and social media. We enjoy a wealth of free organic content with people tagging us on social platforms. Reviewed campaign metrics, click through rates are above average. Shopping got highest engagement; wildlife got lowest. Discussed visuals of paid ad assets, style and tone. Reviewed arts, events, shopping, history and food destination elements and being a culture destination to stand out among gateway towns. Restaurant listings is the top web search, website sessions are up over 200%. Events page is updated weekly and locals can benefit from our up to date listings as well as visitors. Revisited paid marketing and events in the cool season after Labor Day and before Memorial Day, education and what's happening in the warm season. Discussed demographics we market to, ideal customers. In restaurants, younger families are pleasant, older women groups harder to please. Discussed organizing photo library. Discussed Resiliency planning completed through Brand MT, and Kris is on 2024 Yellowstone Country Resiliency Committee. Discussed Destination Management ideas, efforts and challenges, and new resident education. Discussed educational brochures, one for for new residents and a version for visitors with assets (trail and river access maps, etc.) and preferred format. Brochures are less appealing, ditto thin newsprint visitor guides with ads, like a higher end small book/journal perhaps square that people would desire and keep, each page could have an educational element and desired info, and inclusive amenity listings with QR codes with great design and photographs on heavier paper.
- D. **Additional Discussion Items from Board Members** – N/A

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

3:09 pm Adjourn

**Next Meeting Date:** May 28, 2024

*Minutes Respectfully submitted by Kris King*

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### **Board of Directors**

Susan Byerly, Kathleen Kaul, Tyler Erickson,  
Megan Eubank, Brian Menges, Dale Sexton, Lauren Silano