

TBID MEETING MINUTES

March 18, 2025 at 11 am Via Zoom

Present via Zoom – (alpha order) Kathleen Kaul, Deb Kowalkzek, Zoe Randall, Alex Reichert

Not Present - Angelica Amant, Melinda Zoeckler Also Present - Executive Director Kris King

Public Comment – N/A Discussion/Action Items

A. Review/Modify/Approve Past Meeting Minutes - Motion to approve Zoe/Second by Alex/Approved Unanimously.

B. Consent Agenda

- 1. Grant/Project Requests** - Songwriter Fest grant to including paying for hotels in the Livingston TBID and not reply on discounts at \$18,000, Motion to approve Deb/Second by Zoe/Approved Unanimously. Livingston Arts Week at \$8,000, Motion to approve Zoe/Second by Alex/Approved Unanimously
- 2. Marketing opportunities** - Quarter page for \$3k in USA TODAY's Winter Travel Magazine and USA TODAY National Parks Special Edition, Motion to approve both print ads at the state levels by Zoe/Second by Alex/Approved Unanimously. 2025 USA Today West Coast Travel Guide quarter page for \$2k. Motion to approve Zoe/Second by Alex/Approved Unanimously. Placer.Ai annual subscription to start in new fiscal year July 2025 split with CVB/DMO at approximately \$23k a year, Motion to approve Alex/Second by Deb/Approved Unanimously.
- 3. Financial Report** – Reviewed funds in checking and reserve, Year to Date and Profit and Loss reports, discussed categorization and details.

C. Additional Discussion Items from Board Members – N/A

Update on Business Items of Interest

A. Director's Report – Reviewed marketing campaign data and print ads and discussed TBID continuing CVB/DMOs cool season digital and paid google search campaigns after then end in April through the end of June at \$1k per month.

B. Additional New Business from Board Members – N/A

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

Motion to adjourn by Zoe/Second by Deb/Unanimous. Adjourned at 12:37 pm

Minutes respectfully submitted by Kris King

Board of Directors

Chair - Kathleen Kaul | Vice Chair - Alex Reichert | Secretary/Treasurer - Melinda Zoeckler
Members: Angelica Amant, Deb Kowalkzek, Zoe Randall