



TBID MEETING MINUTES

May 19, 2023, 11 am Via Zoom

Present - (alpha order) Doug Braham, Kathleen Kaul, Meet Patel, Zoe Randall, Alex Reichert

Absent - Cassandra Harris, Melinda Zoeckler

Also Present - Executive Director Kris King

Public Comment – Heather Muldoon, Heather’s Garden Service re: Meridians near Exit 333. Discussed cleaning up medians that have not been maintained for years, talked to Litchfield Design who did the original design and challenges of maintenance when road dirt, sand, seeds and debris are blown into the area frequently. Likely volunteer trees have to be excavated and everything ripped out. There is irrigation installed which could be utilized but proposed idea of excavating the medians, putting in concrete pads in the middle of each surrounded by simple native grasses with possible metal sculptures of Livingston icons installed in concrete pads for easy year-round maintenance and longevity. Contingent on MDT regulations and approval. Would need to partner with the City, could be a wayfinding project. Although it’s in the center of the majority of Motels, some Board do not see it as a TBID project. Possibility of pursuing private funding.

Discussion/Action Items

- A. **Review/Modify/Approve Past Meeting Minutes** - *Motion to approve previous meeting minutes with this correction by Doug/Second by Alex/Approved Unanimously.*
- B. **Grant/Project Requests** – Spreadsheet of previous grants included in packet for decision making context. Yellowstone Gateway Museum grant. As background, the museum provides walking tours, attraction to visitors, and visitor information distribution point when others are closed, especially in the cool months. Yellowstone Art Exhibit related grant, discussed relatively low advertising budget, high opening event budget and budget is not clear on other partners and funding gaps. *Doug makes a motion to support application up to \$7,500 following caveat of questions being addressed/Second by Alex/ Approved Unanimously.* Tap Into Mt Brewfest, while not multi-day, we hope visitors consuming beer would spend the night and book a hotel room. Doug makes a motion to support grant at \$3,000 level/ *Second by Alex/ Approved Unanimously.*
- C. **Marketing Opportunities** – YellowstonePark.com pitch, \$11+k to list all Livingston lodging; cost is higher than usual TBID marketing and return on investment difficult to track as many people are doing online searches before going to specific websites. Could forward individual proposal to all Livingston individual lodging and each could respond if it meets their needs. LOCL is an app that the Mt Dept. of Commerce is funding and all Livingston businesses can sign up for free, it links to the business Google Business page and when hours, contact info etc. is updated, it is automatically updated across 300+ platforms, including Visit Montana. The platform also can be optimized by adding photos, posts, and updates and the dashboard tracks searches, click through rates, booking etc. and can duplicate your existing social media posts on this platform for greater reach. Would like to start with Board members linking their Google My Business page to LOCL. Working with Park Local Development Corporation on

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training for opportunities to support businesses to set up Google business page if they don't have one yet and how to sign up for LOCL. Google is the primary way people are finding and spending at businesses, and being active on LOCL can increase how high up a business comes up on a search, and the more accurate hours and listings are for the whole community, the better experience visitors have when visiting. Can lock suggestions so malicious changes can not be made to your profile. Will follow up with more details.

Update on Business Items of Interest

- A. Executive Director Report** – Reviewed financial updates/bookkeeping, have not received any TBID grant requests to cover expenses for shutting down Main Street for events. Reviewed report on Windrider Hotel ridership from hotels from last summer; numbers were very low, and 2022 Summer evening pilot project had zero ridership from hotel/motels despite having flyers in all hotels/motels. Discussed Diversity and Inclusion messaging and training, Governor's Conference takeaways.
- B. Additional New Business from Board Members** – N/A
- C. Public Comment on any Public Matter Not on the Agenda** – N/A

Next Meeting 7/18/23. TBID Board Meeting records are posted publicly at explorelivingstonmt.com/tbid

Meeting Adjourned at 12:28 PM

Minutes respectfully submitted by Kris King

Board of Directors

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