

---

Meeting Minutes

Chamber of Commerce Rm 12 noon

In attendance: Amy (EconoLodge)

Leslie (Chamber/CVB)

Meghan (Super 8)

Kathleen (Murray)

Called in: Eric (Travelodge)

Proxies: Betty, (Country Motor Inn)

Jessa for Deb, (Pioneer Lodge)

Not Present:

Guests: Patricia Grable - Downtown Business Assoc.

Amy called to order 12:08pm.

**Public comment-** 5 min please. None

### **Scheduled Public Comment**

1. Dax Schieffer, Voices of Montana Tourism. Updates on 2018 and forecast for 2019 tourism. Independent Nonprofit 501 3c. does not lobby. relies on community TBIDs. Tells the story via social media, public relations, digital marketing, industry collaboration, community presentations, business education roundtables. Community presentations are where the rubber meets the road. Define tourism economic impact trends and solutions and answers questions. Consider trends via airport deboarding. Travel promotions virtuous cycles = Marketing, to increased visitor trips, to additional visitor spending, to new jobs and tax revenues. Montanans are also traveling. 3.7 billion non resident spending. 2.87 resident spending on consumer goods during trip. Dax will email powerpoint to Leslie and she will send it out to the board members. Meghan - What would be a way we could financially support Voices of Montana Tourism.  
Dax -\$2500 is usually a mid size donation.  
Eric - Can we **add a potential donation to Voices of Montana Tourism to the next agenda?** Yes

Amy had to leave meeting and Meghan ran rest of meeting.

2. EJ Daws presentation on commercial for promotion of hotels and the metrics that will be used to see impact/return on cost. He was not available.

Discuss and approve March minutes - Kathleen moved to approve March minutes, Eric seconds. All in favor. Approved.

### Old Business

1. Discuss commercial for promotion of hotels for web-based use and social media marketing and ads in online marketing regions of our CVB. Whether we go with EJ or another company we need something for the CVB site. Meghan - This would best be funded in the budget as a line item.
2. Discuss/ Approve updated Bylaws documents that came back from city attorney. Eric moves, Kathleen seconds. All in Favor. Approved
3. Review hotel information sheet for Governor's Conference - Pass on now and consider creating for next state TBID meeting  
Leslie - Governor's Conference update: jaws dropped when it was mentioned that Bozeman TBID was moving to have Gallatin County be the collections. Eric - This move would allow future TBIDs in the county come together. Discussion went to how all the TBIDS are collecting. Leslie - Do we want to consider a late fee for those who don't submit payment on time. **Can be added to bottom of quarterly collection letter and form.**

### New Business

1. Grant Applications
  - a. Garrett Standard with PHS Jazz Dept. Being considered for Nov 7-9 Jazz festival in Livingston with two to three hundred participants from 3 states attending. Trying to take the program to the next level and make it a destination event versus just an education program. Not sure how many night stays as this will be the first year this has been done. Estimating 25-50.  
Eric - I would rather put TBID money to operational costs such as instrument rentals, travel costs...  
**The board recommends that Garrett redraft the proposal and make the requested changes and have him come back for May meeting for follow up questions.**
2. Budget -  
Leslie: We need to get one structured. Let's put together a list of 5 things each hotelier would like to see in the budget and create a budget based off of those suggestions.  
Eric - I want to see as much money to bring in room nights.  
**Meghan and Eric will put together a draft budget to present to the board at the May meeting.**

3. Unified plan from all the Hoteliers about what we are doing for the Corvette Caravan on August 23<sup>rd</sup>, 2019. **Moved to next meeting.**
4. Executive Director updates
  - a. Donation of housekeeping clothes from Xanterra in boxes at YPL.

Deb has left Pioneer, and we will need to discuss replacing with a new voting member. Jessa would like to take Deb's position. **Leslie and Jessa will get the paperwork taken care of for board review at May meeting.**

Next meeting Wednesday, May 15th at noon at Livingston Chamber of Commerce.

Meghan adjourned at 1:45pm.

*Meeting recorded.*