



TBID MEETING MINUTES

September 19, 2023, 11 am Via Zoom

Present via Zoom – (alpha order) Doug Braham, Kathleen Kaul, Chris Pettit, Zoe Randall, Alex Reichert, Melinda Zoeckler

Also Present - Executive Director Kris King

Public Comment – N/A

Discussion/Action Items

- A. **Board Membership** – we welcome Chris Pettit of the Country Motor Inn.
- B. **Review/Modify/Approve Past Meeting Minutes** - *Motion to approve previous meeting minutes by Melinda/Second by Zoe/Approved Unanimously.*
- C. **2nd Street Oktoberfest** - discussed request by 2nd Street businesses to revive a block party Oktoberfest to bring visitors to Livingston in the shoulder season and attention to this less visited street, that now has more retail than in the past decade. Was an event several decades ago, morphed into Summerfest. Would like to revive tradition.
- D. **Grant Requests** – reviewed request to sponsor a pilot project Oktoberfest, including recommending that visitors, especially if they've been drinking, book a hotel room and hotels could offer an Oktoberfest discount, discussed increasing marketing budget to mirror success of Light Up Livingston. *Motion to approve grant by Zoe/Second by Melinda /Unanimous. Zoe moved to increase marketing budget to larger regional radio audience/Second by Melinda/Chris voted no, a quorum voted in favor to increase marketing budget.* Request for follow up information on TBID branded cup types and costs for the event.
- E. **Marketing Opportunities** – Reviewed DMO paid joint venture and paid winter marketing, doing *Northwest Travel Magazine* ad in regional feature with other gateway communities, but this year focusing on historic Downtown/arts destination to stand out compared to peers' winter recreation focus, as example of DMO paid marketing encouraging booking hotel rooms. *Travel Taste and Tours* magazine opportunity to reach vacation planners. Discussed winter marketing of all holiday events and Livingston as an old-fashioned, small-town Holiday Destination via national and regional print and digital ads, radio, event posters, and table tents. Continuing to give out website QR code informational folded business cards for visitors especially at hotels but available at all visitor-facing businesses, Alpine Country Street on Park has been distributing hundreds weekly.
- F. **Light Up Livingston** – first planning meeting coming up, Zoe, Kathleen and Alex are on the committee but all TBID board members are invited to join. Summary of this TBID-funded event and Small Business Saturday promotions for year three.
- G. **Additional Discussion Items from Board Members** – N/A

Board of Directors

Chair - Kathleen Kaul | Vice Chair - Alex Reichert | Secretary/Treasurer - Melinda Zoeckler
Members: Doug Braham, Chris Pettit, Zoe Randall

Update on Business Items of Interest

- A. **Executive Director Report** – Reviewed Night Owl Race outreach and events calendar promo. Joy of the Journey recently did additional filming at no cost to TBID included how booking hotel rooms gives back to the community plus responsible visitation and recreation, gave him four pages of notes including more rural feeling soundtrack. Wishberry Hollow grant report review. TBID-funded Holiday Lights of Livingston project to install additional electrical boxes in the Depot Park to increase the number of lights and public safety are being installed currently. Hotels that have not paid their TBID fees have been removed from the Explore Livingston lodging page per Board decision. Kris submitted ITRR study request on what attracts visitors in the cool season to the Yellowstone Gateway communities like ours, they will announce their chosen projects at an upcoming TAC meeting. Discussed hotels sharing their data on what brings visitors to books rooms seasonally. Discussed financial reports and current balance. Discussed median near Exit 333, water system repair would be about \$750, excavation of volunteer trees, weeds, and sand plus installation of weed mat and fresh soil would be about \$7,000 and done by hand to not damage the watering system. Still working on landscaping installation and annual maintenance expense estimates. Will bring totals to City and other interested parties for funding. Presented Annual Report and Budget Kris put together, will be reviewed by City Commission, Board was pleased and proud to see scope of work TBID has done.
- B. **Additional New Business from Board Members** – N/A
- C. **Public Comment on any Public Matter Not on the Agenda** – N/A

Next Meeting 11/28/23. TBID Board Meeting records are posted publicly at explorelivingstonmt.com/tbid

Meeting Adjourned at 12:13 PM

Minutes respectfully submitted by Kris King

Board of Directors

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