



TBID MEETING MINUTES

October 10, 2022, 11 am at 124 South Main Street, Suite 210 and Via Zoom

Present – Kathleen Kaul, Cassandra Harris, Zoe Randall, Alex Reichert joined at 11:15 am

Also Present - Executive Director Kris King

Public Comment – N/A

Discussion/Action Items

- A. **Review/Modify/Approve** Past Meeting Minutes. *Motion to approve previous meeting minutes by Cassandra/Second by Zoe/Approved Unanimously.*
- B. **Grant Applications** – Shane Center Grant, \$5,000 grant for two 2023 productions, with interest in the Shane's offer to discount tickets if buyer demonstrates they have booked a Livingston TBID hotel. *Motion to approve by Kathleen/Second by Cassandra/Approved Unanimously.*
- C. **Light Up Livingston TBID event** – planning underway, reproducing most aspects but moving to November 26 to cross promote Downtown shopping during Small Business Saturday. Discussed ordering elf hats, scarves, kids events, will use credit at M Designs for more tumblers to give away, won't have as many expenses this year, discussed increasing radio and marketing to out of area guests, and cross promote all holiday events locally, to make it bigger and better in year two. Radio ads will read "Light Up Livingston on Small Business Saturday November 26 kicking off a full season of holiday events, arts, and shopping." Follow up ads will feature all holiday events and include reference to winter recreation and the Northern Entrances to Yellowstone Park being open.
- D. **Marketing** - *Travel Taste and Tours* last minute ad discount, \$2,000 for full page ad (normal price is \$10,000) in the first 1/3 of the magazine for Winter Out West issue, people likely to keep issue around to plan winter trips for longer than this season. Reviewed print and digital reach and demographic. TBID took advantage of similar offer last year. Also opportunity for TBID to have Joint Venture 4:1 match for Lee Newspaper ad campaign promoting holiday events in addition to the many Joint Venture opportunities the CVB is taking advantage of. *Motion to approve by Alex/Second by Zoe/Approved Unanimously.*
- E. **Board Meeting Schedule for 2023** - proposing bi-monthly longer meetings rather than 10 months a year to increase efficiency. Will also have one overarching budget for all three budgets about shared expenses in addition to each organization's individual budget.

Board of Directors

Kathleen Kaul – Chair | Members: Cassandra Harris, Zoe Randall, Alex Reichert

Update on Business Items of Interest

- A. **Executive Director Report** – Our new bookkeeper has been diagnosed with cancer and we will be looking for a new bookkeeper. At TAC Missoula meeting, discussed statewide tourism trends and reports, preparing for an intense legislative session, addressing the housing crisis. Kris is presenting at the Yellowstone Country Tourism Region Board meeting in Gardiner this month. The 10/17-18 meeting will also kick off a town hall meeting on a statewide resiliency strategic planning project, Kris is on the Yellowstone Country committee addressing statewide resiliency. Discussed website updates and focus on itineraries, interactive maps, and build your own itinerary that will capture emails and may have an option in the future for visitors to also donate to river restoration, trail maintenance, flood recovery and eventually a workforce housing fund. Map goals are to have three layers; arts, recreation and hospitality options. In discussion with trail guide who may do monthly blogs and podcast in the future. Hospitality meeting in Billings includes a statewide TBID meeting November 26, Kris can't attend as she will be having surgery but hopes a TBID representative can attend in person, and there may be a Zoom option. Have signed up for free LOCL program in which all businesses can sign in and their listings will be updated across multiple platforms from Google to the State Tourism website.
- B. **Additional New Business from Board Members** – Kathleen addressed State bed tax dollar allocation and ongoing issue of those who want to move it to the general budget, an issue likely to come up in the coming legislative session. While these funds are separate from TBID collections, their loss would severely impact the work that the CVB does funding nearly all tourism marketing, access to tourism data and joint venture opportunities.
- C. **Public Comment on any Public Matter Not on the Agenda** – N/A

Next Meeting - January, 2023; new recurring dates to be determined by Board.

Meeting Adjourned at 12:04 PM

Minutes respectfully submitted by Kris King

Board of Directors

Kathleen Kaul – Chair | Members: Cassandra Harris, Zoe Randall, Alex Reichert