



DESTINATION MANAGEMENT ORGANIZATION (DMO)/CVB MEETING MINUTES

Tuesday, May 28, 2023 | 2 pm
124 South Main, Suite 210 and Via Zoom hybrid

Present: (alpha order) Susan Byerly, Tyler Erickson, Megan Eubank, Kathleen Kaul, Lauren Silano

Not Present: Dale Sexton, Brian Menges **Also present:** Executive Director Kris King

Public Comment – N/A

Discussion/Action Items

- A. **Review/Modify/Approve Past Meeting Minutes** - Motion to approve by Kathleen/Second by Megan/Approved Unanimously.
- B. **Board Membership** – Annual Board terms (members serve staggered years) are coming up, discussed absenteeism and business sale changing Board Member qualifications, and desire to make room for two new board members and opportunity to cultivate new DMO Board leadership. Suz will reach out to Bethany at High Trash, Megan will reach out to flyfishing guide/and co-owner of Yellowstone Wood Boat Tours Eric Adams, Kathleen will reach out to new 2nd Street Bistro owners, and Kris will follow up with Cactus Blossom Collective co-owner Kristy, who expressed interest. Discussed Officer Roles, including Kathleen Kaul as Vice Chair. Would like to retain Tyler Erickson as Board Advisor.
- C. **Financial Report** - reviewed report, wrapping up winter marketing and fiscal year, which ends June 30.
- D. **Tourism Spotlights** - Kris proposed the City Commission do a proclamation for National Travel and Tourism Week and send statistics, which the Commission passed last week. Did TV interview about Tourism and the National Travel and Tourism Week last week. Will make presentation to Tourism Advisory Committee on our DMO work next week. Discussed next fiscal year plan for Destination Management and Tourism Sustainability Strategic Plan incorporating data from work done by partner organizations. Discussed growth in social media engagement and followers. Discussed educating public about tourism's economic impact in our area with infographics, campaign, ads and flyers etc. Discussed Kris' presentation to LiveWell 49 on area tourism and what the Explore Livingston Coalition does within our legal organization parameters, and the big gap in understanding from community members. Discussed TBID grants for local events and new Livingston Singer Songwriter Festival this fall. Reviewed Yellowstone Country Backstory videos featuring local business owners and Unofficial Ranger campaign featuring local actress. Had meeting with Montana Tourism's new agency to review marketing style and our preference for more 'authentic' intimate images with women and older visitors - who usually book trips - rather than largely 'epic' extreme and motorized sports images with young men, as well as desire for seasonal and regional dispersal to slower locales and shoulder seasons.
- E. **Additional Discussion Items from Board Members** – N/A

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

3:00 pm Adjourn **Next Meeting Date:** July 23, 2024

Minutes Respectfully submitted by Kris King

Board of Directors

Susan Byerly, Kathleen Kaul, Tyler Erickson,
Megan Eubank, Brian Menges, Dale Sexton, Lauren Silano