
CVB MEETING MINUTES

Thursday, February 17, 2022 | Via Zoom

Present: Dale Sexton, Kristen Galbraith, Brian Menges, Megan Eubank, Tyler Erickson, Kelly Baker

Absent: Kathryn Bornemann **Also present:** Executive Director Kris King

Public Comment – N/A

Discussion/Action Items

- A. **Review/Modify/Approve Past Meeting Minutes** – Motion by Dale/Second by Brian/Approved Unanimously.
- B. **Reviewed Financial Report** – October to December 2021, largely social media, digital assets and administrative/office expenses.
- C. **Yellowstone Harvest Festival** – submitting Recovery Destination Event Grant to Montana Office of Tourism & Business Development for new 9/24-25 event with 10 bands, family friendly activities, LINKS fundraiser. They are not hosting campers and music ends in the evening encouraging overnight hotel stays and guests eating at local restaurants. New page for event on our website.
- D. **Public Art Projects** – discussed public art projects, seasonal banners, billboard updates, and Vision Livingston billboard defacement and repair. Expanding educational shoulder season banners.
- E. **Additional Discussion Items from Board Members** – N/A

Update on Business Items of Interest

- A. **Executive Director Report** – CVBs now called DMOs. Discussed Sustainable Tourism model and pivot to Destination Management, focus on drive market campaign, and Recreate Responsibly/Respect Livingston warm weather campaign. FY 21/22 budget increasing due to higher than anticipated winter season collections. Will be crafting 22/23 Marketing/Management plan shortly, Tyler, Brian, and Kelly are interested in participating in DMO plan, Megan also key player. Building image and video library. Discussed Travelocity ad “Livingston, Your Gateway to Winter Play” that was matched by MOTBD, reviewed data. TBID is funding *Travel, Taste and Tours* magazine Spring passport web ad. Seeking data specialist to help with DMO data and reports, and marketing pro to develop visitor education campaign by summer. A recent ITRR survey found a 75% increase over 2019 in negative resident response to tourism so we also need to educate locals that we’re working to preserve and protect what they love about Livingston. Discussion with Park High Activities Director and none of our high school sports arenas qualify for tournaments without major upgrades. Discussed Starbucks moving in, and live wildlife tourism economy, Wild Livelihoods Business Coalition, and our response representing tourism.
- B. **Additional New Business from Board Members** – N/A
Public Comment on any Public Matter Not on the Agenda – N/A

10:03 am Adjourn

Minutes respectfully submitted by Kris King

Board of Directors

Kristen Galbraith – Chair **Dale Sexton – Vice-Chair** **Kelly Baker – Secretary**
Kathryn Bornemann **Megan Eubank** **Tyler Erickson** **Brian Menges**