



DESTINATION MANAGEMENT ORGANIZATION (DMO) MEETING MINUTES

Tuesday, July 23, 2024 | 2 pm
124 South Main, Suite 210 and Via Zoom hybrid

Present: Kathleen Kaul, Megan Eubank, Susan Byerly, Lauren Silano

Not Present: Dale Sexton

Public Comment – N/A

Discussion/Action Items

- A. Review/Modify/Approve Past Meeting Minutes - *Motion to approve by Lauren/Megan/Unanimous*
- B. Seasonal Marketing – Discussed summer event and education outreach and upcoming cool season paid marketing. Reviewed templates for social media marketing and event calendar posters. October events include inaugural year Livingston Songwriter Festival Oct 4-5, Downtown Conference Livingston is cohosting with Bozeman Oct 23-25 and Oktoberfest if we can hire an event coordinator to help.
- C. Destination Stewardship & Tourism Resiliency Planning – Reviewed RFP, closes the end of August. Will begin in autumn with stakeholder meetings, community outreach feedback, and incorporate related work done by peers to forge plan that works to preserve quality of place for residents and quality of experience for visitors while supporting a sustainable year round economy.
- D. Additional Discussion Items from Board Members – N/A

Update on Business Items of Interest

- A. Director's Report – discussed end of fiscal year work and report, next fiscal year marketing plan and budget, will do audit in September.
- B. Additional New Business from Board Members – N/A

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

Next Meeting Date: September 24, November 26 2024

3 pm Adjourn

Minutes respectfully submitted by Kris King

Board of Directors

Susan Byerly, Megan Eubank, Kathleen Kaul, Dale Sexton, Lauren Silano