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## CVB MEETING MINUTES

Thursday, January 20, 2022 | 9:15 – 10 am | Via Zoom

**Present:** Dale Sexton, Brian Menges, Megan Eubank, Kathryn Bornemann

**Absent:**, Kelly Baker, Kristen Galbraith, Tyler Erickson **Also present:** Executive Director Kris King

**Public Comment – N/A**

### Discussion/Action Items

- A. **Review/Modify/Approve Past Meeting Minutes** – Motion by Brian/Second by Dale/ Approved Unanimously.
- B. **2021-22 FY Marketing** - discussed budget increases due to greater collection distributed across marketing platforms but with a focus on marketing plan development and data analysis, an area of great need. The board had a frank discussion about the effects of the pandemic, visitor growth, workforce shortages and both how their businesses have had to make changes and projections about the future. The direction of our marketing plan was to pivot from drive market targeting to more national and international travelers. We talked about the demographic businesses would like to attract, including those savvy and more interested in respecting wilderness and recreation assets, who honor and are patient with local business challenges and fluxuations, public health and return visitors. The board would like to focus even more on the drive market and regional visitors in the coming year.
- C. **Events** - *Event listing on website*, have been investing in weekly updates of local events calendar, just updated all new restaurant info. Working directly with music producers and sites like Sage to keep their listing current. *Light Up Livingston event* – planning meeting 2022 in Feb, likely move to Nov 26 to coincide with Small Business Saturday and drive shoppers downtown. May add downtown window display contest. *Yellowstone Harvest Festival* September 24-25 at Ferry Ranch on Old Clyde Park Road with an Americana/songwriter line up of 10 bands. Will have food, beer, family activities, partnering with LINKS to provide kids' activities and raise funds for LINKS. Have had extensive planning meetings helping them with referrals and logistics. There's no camping at the ranch, some at Fairgrounds, so guests will eat and stay in Livingston lodging and restaurants. Doing a combo of sponsors, grants, and ticket sales to fund the event. CVB will submit Recovery Event Grant to Mt Department of Commerce as partner of event. *Other events* we would like to support or create more winter season destination events including a Beer Fest (as Tap Into Mt, Hoot likely ending), a Winter Fest possibly at Fairgrounds with skating rink, skijoring.
- D. **Additional Discussion Items from Board Members** – N/A

### Update on Business Items of Interest

- A. **Executive Dir. Report** – Also reviewed FY 22-23 Marketing plan, new CVB procedures approved by TAC.
- B. **Additional New Business from Board Members** – N/A

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

**Next Meeting Date and Agenda** February 17, 2022 10:03 am Adjourn

*Minutes respectfully submitted by Kris King*

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### Board of Directors

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