

DESTINATION MANAGEMENT ORGANIZATION (DMO) MEETING MINUTES

Tuesday, January 27, 2026 | 2 pm | 124 South Main, Suite 210 and Via Zoom hybrid

Present: Kathleen Kaul, Alex Pinon, Dale Sexton, Sarah Lester, Susan Byerly | Also present: Director Kris King

Not Present: Lauren Silano, Megan Eubank

Discussion/Action Items

A. Review/Modify/Approve Past Meeting Minutes – Motion to approve Dale/Second by Kathleen/Unanimous

B. Financial Report – Discussed Department of Commerce collections process changes and reduction of our current fiscal year budget by about \$12,000, upcoming meeting to discuss process. Currently doing annual audit; process slower and more opaque with Commerce's new audit contractor. Last quarter budget is largely marketing and operating expenses.

C. Additional Discussion Items from Board Members – N/A

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

Update on Business Items of Interest

A. Director Report; Fall and Winter events, including Restaurant week, discussed moving to early February instead of Dry January, Murray and Gil's sold over 360 items and matched the \$722 raised for over a \$1,000 gift and felt it was successful, hoping to reach near \$10k goal to fund Livingston Food Resource Center. Dale discussed his Loaves and Fishes annual fundraiser started 17 years ago. The first year they raised \$600 and last year raised \$42,000 and have grown as far as they can with the current model and want to evolve to the next level. Discussed Restaurant Week as good example of cool season event funded by tourism dollars that attracts visitors, benefits local eateries and raises funds to address community food insecurity. Will create new interactive annual event webpage including portal to upload business and event photos for use in paid marketing. Discussed Placer.Ai reports on event traffic. January 28 Economic Resilience through Collaboration community event 4-6:30 pm, Elks Lodge with discussions of infographic summary pages, data, and planning for the future. Discussed Galentine's Day promo for February. Referenced Park Local Development Corporation's Master and Mingle monthly business owners gatherings and proposed Business Owner's breakfast. Reviewed recent digital marketing materials and several food-centric magazine articles and ads, discussed new photo and drone video purchases for marketing image library, much greater engagement with video than stills. Yellowstone Country Arts and Culture trail being developed, they also do Unofficial Ranger with local actress Stephanie Burda. Discussed lack of snow on business; good for ceramic painting, bad for ski rentals. Agreed to move future meetings from 2 pm to 1 pm.

B. Additional New Business from Board Members – Kathleen commented that the current marketing strategy photographs and verbiage looks very upscale, professional and clean and, enticing and is proud to be part of it.

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

2:50 pm Adjourn

Minutes respectfully submitted by Kris King

Board of Directors

Chair: Lauren Silano | **Secretary/Treasurer:** Megan Eubank

Members: Susan Byerly | Kathleen Kaul | Sarah Lester | Alex Pinson | Dale Sexton