
CVB MEETING MINUTES

Thursday, September 16, 2021 - 9:25 am – 10:00 am Via Zoom

Present: Dale Sexton, Kathryn Bornemann, Megan Eubank, Kristen Galbraith, Brian Menges

Absent: Kelly Baker, Tyler Erickson **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 Kathryn Approved Unanimously.
- B. **FY 20/21 Audit** – Completed with minor changes, admin total only 20% of budget; must include all admin staff time, office space & supplies, bookkeeping, utilities, shipping and admin meetings.
- C. **Recreate Responsibly Grant** – to be completed 9/30. Posters have been distributed, a second round of table tents printed and all but three lodging sites have put a table tent in each room including Chico in Paradise Valley, table tents have QR code to Explore Livingston website which has PCEC's Paradise Pledge pop-up for visitors to fill out prior to entering site, two Recreate Responsibly videos have been produced and include photos for ongoing use, social media posts are scheduled and boosted.
- D. **Opportunity Marketing**, have \$3,000 annual budget. Could do winter marketing with State 1:1 match or winter video. Board chose Trip Advisor at \$2,500 level and TBID will likely match – meaning we'd have a \$10,000 value for a quarter of that amount.
- E. **Sustainable Tourism Strategic Plan** - CVB plan is to convene listening sessions with key stakeholders to inform CVB's tourism management and marketing strategy. Other Mt. communities are forming "Steering Committees" as CVB has stringent regulations. Will identify key stakeholders for initial planning meeting and then hold sessions. PCEC discussing possible funding to help process, will likely need to hire strategic agency or rebranding, 1–2-year process. Folding in existing date and what other communities have learned.
- F. **Additional Discussion Items from Board Members** – N/A

Update on Business Items of Interest

- A. **Executive Director Report** – TBID doing hot drinks and candy give away on 4th Street during Halloween to demonstrate Tourism dollars benefitting the community.
- 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 October 21, 2021

9:58 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**