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## DESTINATION MANAGEMENT ORGANIZATION (DMO) MEETING MINUTES

Tuesday, December 2, 2025 | 2 pm | 124 South Main, Suite 210 and Via Zoom hybrid

### No quorum, no Action Items Voted On

**Present:** Kathleen Kaul, Megan Eubank | Also present: Director Kris King

**Not Present:** Sarah Lester, Susan Byerly, Alex Pinon, Dale Sexton, Lauren Silano

### Discussion/Action Items

A. Review/Modify/Approve Past Meeting Minutes – *No quorum*

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

### Update on Business Items of Interest

**A. Joint DMO and LBID Explore Livingston Economic Resiliency Strategic Plan Presentation** – by Maclaren Latta *Explore Livingston's Plan for Economic Resilience Through Collaboration* from Contractor Maclaren Latta. Discussed history, initial tourism sentiment survey we did right before the 2022 Floods, and the model of working with a wide range of collaborators and utilizing their studies, data, and surveys for a community-driven, stakeholder-informed approach. Met with 8 tourism-adjacent stakeholder groups to gather information and had 22 steering committee/advisory team members. Northern Rocky Mountain Economic Development District summarized the 50+ pages of surveys, plans, studies and data. Hosted *Who Does What in Tourism* public Meeting in 2025 to further engage stakeholders and inform the public. In total worked with 37 collaborating organizations for a peer crowd-sourced data sharing plan, rather than just having it be from our perspective. Focused on 5 priorities: Economic Development in the Cool season, Attainable housing, Funding for Rivers, Roads & Rescue (tourists' impact on infrastructure), Informed and Responsible Practices, and Visitor-Economy Resilience. The goal is a pragmatic, flexible plan without jargon or large blocks of text that is easy to understand with clear metrics and evaluation. Instead of focusing on tourists, it is framed as visitor-based economy, the largest economic driver in the County, as visitors include in-state tournaments, film crews, regional visitors, and the large Gallatin County usage of recreational assets including river and trail access in addition to tourists from out of the area. Of note; based on local feedback we haven't ever marketed the busy summer season or activities that further diminish locals' access including flyfishing and hunting. Another Plan goal is to educate locals about how they benefit from the visitor economy, with our investments being trifold: attracting hotel guests and customers in the cool season, supporting small businesses, and benefiting locals (events, event calendars, business listings, beautification, info, collaborations) all funded by tourism dollars, at no cost to locals. Will have an infographic page summarizing the plan and QR codes to full plan online, saving the cost of printing a lengthy plan, and present to the community at a Party the last week in January. Will be right after Restaurant Week, a real time example of Explore Livingston's investment in the community.

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

3:20 pm Adjourn

Minutes respectfully submitted by Kris King

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### Board of Directors

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

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