
CVB/DMO MEETING MINUTES

July 25 | 2 pm | 124 South Main Street, Suite 210, Livingston and via Zoom

Present: Dale Sexton, Megan Eubank, Kathleen Kaul, Tyler Erickson, Lauren Silano, Susan Byerly

Not Present: Brian Menges, **Also present:** Executive Director Kris King, Dale Hopkins

Public Comment – N/A

Discussion/Action Items

- A. **Welcome new Board Members** - Lauren Silano and Susan Byerly and board introductions
- B. **Board Officers** – Discussed roles and will revisit at the next meeting. Kathleen would consider Vice Chair, Lauren would consider Chair, Tyler would consider Treasurer.
- C. **Review/Modify/Approve Past Meeting Minutes** –*Motion to approve by Tyler/Second by Megan/Approved Unanimously.*
- D. **LOCL app training** – could be an effective way for local businesses to update their listing across platforms, linked to Google business listing, using platform could increase ranking in Google searches. Will follow up with Big Sky on how they build LOCL engagement.
- E. **Financial Reports** - FY July 22-June 23 report, discussed paid cool season marketing, website listing updates and outreach expenses. Discussed marketing plan and report process. Discussed payroll set up for Executive Director and quarterly payments shared by all three orgs in the Explore Livingston Coalition for administration according to their regulations and budgets, all other work is done through independent contractors in accordance to TAC rules.
- F. **Diversity and Inclusion** – will not take leadership role in training at this time in addition to our All Are Welcome and Land Acknowledgement messaging on our website, response to racist comments on our social media, and human rights ethics. Challenge of recent State Legislator actions that signal not all are welcome, and we have received messages from visitors cancelling their visits due to this, reviewed recent hate group action in Livingston. Discussed partnering with the City and other groups in the future, and creating a shared file with a kit of diversity resources available to businesses.
- G. **Additional Discussion Items from Board Members** – N/A

Update on Business Items of Interest

- A. **Executive Director Report** – discussed summer marketing, event outreach materials, QR web tracking, web analytics by age and region, currently have an average of 1,000 page visits from 50 unique visitors per day. Discussed printer costs and Statewide Resiliency planning process.
- B. **Public Comment on any Public Matter Not on the Agenda** – N/A
- C. **Additional New Business from Board Members** – Kathleen brought up updating billboards from Vision Livingston messaging, billboard requirements, Kris will connect with Rachel of M Design.

3:15 pm Adjourn

Minutes respectfully submitted by Kris King

Board of Directors

Board Chair: Dale Sexton | Members: Kathleen Kaul, Tyler Erickson,
Megan Eubank, Brian Menges, Lauren Silano, Susan Byerly