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## CVB/DMO MEETING MINUTES

Thursday, August 18, 2022 | 9:15 am – 10:00 am | Murray Bar

**Present:** Brian Menges, Megan Eubank, Tyler Erickson, Kathleen Kaul.

**Not Present:** Kristen Galbraith, Dale Sexton     **Also present:** Executive Director Kris King

**Public Comment** - N/A

### Discussion/Action Items

- A. **Review/Modify/Approve Past Meeting Minutes** – *Motion to approve by Kathleen/Second by Tyler/Approved Unanimously.*
- B. **Flood Recovery Grant** – reviewed tourism info updates since the flood, grant strategies and projects. Implemented 'Pick Your Path to Paradise: Play Today, Invest in Tomorrow' (P2P) campaign with the Gardiner Chamber of Commerce with a shared landing page letting people know Livingston, Paradise Valley and Gardiner are open for business, four shared itineraries, links to our websites, and link to the Livingston Chamber Visitors Information Center. P2P posters with map, paths to paradise lists and QR code to shared landing page being distributed. Working with Manifest Digital Solutions and Maclaren Latta on P2P strategy with 30 distinct paid social media ads and calls to actions, print ads, and radio ads targeting the drive market around the state.
- C. **Board Secretary/Treasurer** – discussion postponed.
- D. **Additional Discussion Items from Board Members** – discussed concept of sustainable community ethics campaign with incentives for a goal of 10% of VRBOs in Livingston to become workforce housing options and ways to help said landlords vet workforce renters. Workforce housing remains primary barrier to economic stability, growth, and sustainability; use 2020 as baseline for tourism/housing. Discuss Park County Housing Coalition progress, plans, and involvement, as well as Sustainable Tourism Strategic Plan at next meeting.

### Update on Business Items of Interest

- A. **Executive Director Report** – Updates on Chasing Trail blogger/travel influencer visit, and Joy of the Journey film sponsored by TBID which may have National PBS distribution, Sustainable Tourism Strategic Plan's Tourism Sentiment Survey results, expanding plan and survey to include Park County, other Sustainable Economic planning partners, post-flood hospitality business summary, discussion, and economic recovery fair plans.
- B. **Additional New Business from Board Members** - N/A

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### Board of Directors

**Kristen Galbraith – Chair     Dale Sexton – Vice-Chair**

**Members: Tyler Erickson, Megan Eubank, Kathleen Kaul, Brian Menges**



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- C. **Bookkeeping and Banking Updates** – Need to authorize new Bookkeeper Kristin Williamson’s access to our business bank accounts at American Bank. Would like to update check signature policy to add Bookkeeper and Executive Director as authorized signatories for checks \$1,000 or less, will continue requirement of two signatures for checks over \$1,000, and the Bookkeeper and the Executive Director continue the requirement of an authorized person other than themselves as signatories on their own paychecks. The Board Chair will be the authorized Board signatory. *Motion to approve these bank access and signature authorization updates conducted via email and approved by a quorum of Board Members.*

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

Next Meeting Date September 15, 2022

10 am Adjourn

*Minutes respectfully submitted by Kris King*

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**Board of Directors**

**Kristen Galbraith – Chair      Dale Sexton – Vice-Chair**

**Members: Tyler Erickson, Megan Eubank, Kathleen Kaul, Brian Menges**