

DESTINATION MANAGEMENT ORGANIZATION (DMO) CVB MEETING MINUTES

Tuesday, November 28, 2023 | 2 pm
124 South Main, Suite 210 and Via Zoom hybrid

Present: (alpha order) Tyler Erickson, Megan Eubank, Kathleen Kaul, Brian Menges, Lauren Silano
Not Present: Dale Sexton, Susan Byerly **Also present:** Executive Director Kris King

Public Comment – N/A

Discussion/Action Items

- A. **Review/Modify/Approve Past Meeting Minutes** - Motion to approve by Lauren/Second by Megan/Approved Unanimously.
- B. **Financial Report** - reviewed financial report for DMO and budget for all Explore Livingston Coalition groups.
- C. **Winter Marketing Plan Update** – reviewed paid online and joint venture marketing assets including national and state digital ads and print ads. Discussed website traffic, various QR code traffic paths, daily visitation for winter is tripled over summer. TBID doing an all holiday events campaign on radio, digital and print including posters, table tents, and bar coasters.
- D. **Autumn/Holiday Events** - New Oktoberfest was very successful, estimated 1.5k participants in the closed 2nd block of 2nd St. Discussed aspects that could be improved, especially more food and beer vendors, as attendance was greater than expected for a first year event. Good feedback on inclusivity of layout and participation, and youth activity area. Light Up Livingston was November 25 with an estimated 3-5k participants. The Scavenger Hunt was popular but chaotic and will be changed to focus on adults shopping in the future. Dale estimated 500 participants came into the Kitchen Shop during the hunt and primary comments were excited discovery from new shoppers. Good overflow from events on Saturday downtown but Friday was dead. Event momentum and awareness is strong so we can scale back on outreach and giveaways. Discussed new aspects that worked like emcee and sound system, had massage chairs in Depot, new Traxside inside of former Uncorked, discussed challenges and opportunities. Discussed the value and uniqueness of the Holiday Lights in the Depot Park. Will explore paid assistance for future events and more board and volunteer support is needed. Discussed Yellowstone Harvest Festival, which will not be done again due to financial reasons. Identified aspects that contribute to Livingston event success including free admission, marketing, collaboration with local entities, kids' activities, and food and alcohol available. 4-7 pm is a sweet spot for youth participation and overflow for dinner at local restaurants. With strong event momentum, would prefer to focus on supporting events rather than running them.

Board of Directors

Susan Byerly, Kathleen Kaul, Tyler Erickson,
Megan Eubank, Brian Menges, Dale Sexton, Lauren Silano



Destination Management/Billboards – reviewed design with brightly colored Downtown photographs that showcase how vibrant Livingston’s historic community is, standing out from neighboring communities as more than just a beautiful recreation destination, but an exciting arts, shopping and culinary destination. Only about 6 words can be read on a billboard, so need to show more than tell visitors that Livingston is worth exploring. Text: Explore Livingston Like a Local and Rustic. Refined. Legendary. with “miles to” for appropriate billboards. Goal is to capture both a modern and historic vibe that feels authentic to local commuters and visitors alike.

- E. **Additional Discussion Items from Board Members** – discussed new ownership of Empire Twin Theatre.

Update on Business Items of Interest

- A. **Additional New Business from Board Members** – Discussed Board Officer roles.

Public Comment on any Public Matter Not on the Agenda

Next Meeting Dates

January 23, 2024

3:00 pm Adjourn

Board of Directors

Susan Byerly, Kathleen Kaul, Tyler Erickson,
Megan Eubank, Brian Menges, Dale Sexton, Lauren Silano