



TBID MEETING MINUTES

January 21, 2025 at 11 am Via Zoom

Present via Zoom – (alpha order) Angelica Amant, Kathleen Kaul, Zoe Randall, Alex Reichert,

Not Present - Deb Kowalkzek, Melinda Zoeckler **Also Present** - Executive Director Kris King

Public Comment – N/A

Discussion/Action Items

A. Review/Modify/Approve Past Meeting Minutes - *Motion to approve previous meeting minutes with the correction that Angelica was present by Zoe/Second by Alex/Approved Unanimously.*

B. Consent Agenda

1) Grant/Project Requests - Update; emailed list of items the TBID Board needs from LDBOBA to revisit their Billboard Sign and Convention/Tournament/Bus grant applications, they have not replied. Discussed grant applications and annual memberships: Livingston Youth Soccer Association for \$10k, Street Shut Down during Stroll for 2nd and Callender for \$625, Annual Memberships in Tourism Matters to Montana at \$1k, Voices of Montana Tourism at \$1k, Montana Hospitality & Lodging Association at \$250, Park County Recreation Rink at \$1k plus request for Rink flyer for hotels. *Motion to approve all grant and annual memberships at the stated levels by Alex/Second by Zoe/Approved Unanimously.*

2) Marketing opportunities - *Montana Quarterly* ¼ page \$575 Spring Issue, *True West* Annual Travel Issue, 1/3 page \$1,500. Discussed value of targeting an older male demographic in *True West*, which we are not currently directly targeting as women overwhelmingly are the demographic that responds to our paid media. *Motion to approve both print ads at the stated levels by Zoe/Second by Alex/Approved Unanimously.*

3) Financial Report – Reviewed funds in checking and reserve, Year to Date and Profit and Loss reports, discussed categorization and details. Also discussed Yellowstone River Inn (formerly Pioneer) current status and years of overdue TBID assessments.

4) Additional Discussion Items from Board Members – N/A

Update on Business Items of Interest

A. Director's Report – Discussed meetings and communications with State and Federal lawmakers about key industry issues. Kris helping with logistics for Big Sky Passenger Rail Authority annual conference in Livingston in September. Discussed occupancy survey during events, board would like time to think about if and how that would meet our needs. Kris met with Patrica Grabow recently and emphasized desire to address action items more than concepts. Kris has been working with filmmakers and local film scouts.

B. Additional New Business from Board Members – N/A

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

Motion to adjourn by Zoe/Second by Alex/Unanimous. Adjourned at 12:25 pm

Minutes respectfully submitted by Kris King

Board of Directors

Chair - Kathleen Kaul | Vice Chair - Alex Reichert | Secretary/Treasurer - Melinda Zoeckler
Members: Angelica Amant, Deb Kowalkzek, Zoe Randall