
CVB MEETING MINUTES

Thursday, November 21, 2021 | 8:30 am – 9:15 am | Murray Bar

Present: Dale Sexton, Brian Menges, Megan Eubank, Kristen Galbraith, Kelly Baker

Absent: Kathryn Borneman, Tyler Erickson

Also present: Executive Director Kris King

Public Comment – N/A

Discussion/Action Items

- A. **Review/Modify/Approve Past Meeting Minutes** – Motion by Dale/Second by Brian/ Approved Unanimously.
- B. **Review of TBID Expenses/Revenue** – Discussed Profit and Loss, Check Register and bank balance documents.
- C. **Marketing proposals** - *Travel & Taste Tours* Magazine proposal just came in from the 160-page travel magazine with a last-minute deal for a \$11,000 package priced at only \$2,750. Package includes a full-page color ad in the first third and a two-page 600-word editorial with 7 photos, and listing in their Winter Wonderland issue, circulation January – April 2022. Also includes social media campaign and web feature package. TBID will cover total cost. Hermann Global proposal is similar package TBID did previously when with the Chamber. \$3,000 for three individual social media posts on visit USA Parks. Compared with the other marketing campaigns we've done with print and digital ads at lower price points, the return on investment for only 3 posts is not merited. TBID and CVB will both pass.
- D. **FY 22-23 Marketing Plan** - Changes to both the process and our target demographic will change in FY 22-23; less drive market, all shoulder season. I need help with statistics, have funds for Marketing Strategic plan but not sure what category of pro to have consult. Will send requirements to Megan for possible referral. MT Tourism Advisory Committee has worked on new Regulations & Procedures for use of lodging facility tax uses to take effect in FY23:
 - Simplify and streamline the process for annual submission, council review and evaluation of marketing (DMO) plans
 - Recognizing the changing tourism landscape in Montana and evolving needs for a diversity of destinations, build in flexibility and more dynamic tools for destination management in addition to destination marketing
 - Remove or change unnecessary regulations that belabor the process for Regions and CVBs and confuse auditors
- E. **Additional Discussion Items from Board Members** – N/A

Board of Directors

Kristen Galbraith – Chair Dale Sexton – Vice-Chair Kelly Baker – Secretary
Kathryn Bornemann Megan Eubank Tyler Erickson Brian Menges



Update on Business Items of Interest

- A. **Executive Director Report** - Sustainable Tourism plan, we are writing a Recreation Economy for Rural Communities grant with PCEC to fund downtown and rural economy information gathering process. Discussed upcoming events, winter marketing campaigns, Travelocity ad.
- B. **Additional New Business from Board Members** – N/A

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

Next Meeting Date and Agenda January 20, 2022

10:00 am Adjourn

Minutes respectfully submitted by Kris King

Board of Directors

**Kristen Galbraith – Chair Dale Sexton – Vice-Chair Kelly Baker – Secretary
Kathryn Bornemann Megan Eubank Tyler Erickson Brian Menges**