



TBID MEETING AGENDA

March 18, 2025 from 11 am – 12:30 pm | 124 South Main, Suite 210 and Via Zoom

<https://us02web.zoom.us/j/86866886049>

Role Call

11 am Public Comment

Individual comments limited to 5 minutes per person due to schedule constraints. Please state your name for the record prior to speaking.

11:05-11:55 am Discussion/Action Items

A. Consent Items

1. **Review/Modify/Approve Past Meeting Minutes**
2. **Grant/Project Requests**; Songwriter Fest, Livingston Arts Week
3. **Marketing opportunities**; quarter page for \$3k in *USA TODAY's Winter Travel Magazine* and *USA TODAY National Parks Special Edition*, and 2025 *USA Today West Coast Travel Guide* quarter page for \$2k. **Placer.Ai options 1) single reports** (examples and details attached) ranging from \$1k-\$3k through Main Street America. **2) annual subscription** (would be prorated to the calendar year, about \$6k a quarter) with unlimited reports and access to many more details for about \$23k a year. Next fiscal year (starting July 2025) we could put about half that into the Destination Management/CVB budget and half from TBID, or all TBID and DMO would spend more on paid ads. Examples and scope attached with a report on Light Up Livingston as an example.

B. Financial Report

C. Additional Agenda Items from Board Members

11:45-12:25 am Update on Business Items of Interest

- A. **Executive Director Report**; will have updates on Legislature, working on annual report and draft budget for next fiscal year starting in June.
- B. **Additional New Business from Board Members**

12:25 am Public Comment on any Public Matter Not on the Agenda

Individual comments limited to 5 minutes per person due to schedule constraints. Please state your name for the record prior to speaking.

Next Meetings: Tue, May 20, 2025, 11 am

Adjourn

Board of Directors

Chair - Kathleen Kaul | Vice Chair - Alex Reichert | Secretary/Treasurer - Melinda Zoeckler

Members: Angelica Amant, Deb Kowalkzek, Zoe Randall