

## DESTINATION MANAGEMENT ORGANIZATION (DMO) CVB MEETING MINUTES

Tuesday, October 10, 2023 | 2 pm  
124 South Main, Suite 210 and Via Zoom hybrid

**Present:** (alpha order) Susan Byerly Megan Eubank, Kathleen Kaul, Brian Menges  
Dale Sexton, Lauren Silano

**Not Present:** Tyler Erickson, **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 Brian/Approved Unanimously.*
- B. **Budget Update** – reviewed combined LBID, TBID, and DMO/CVB budgets each with separate class in Quickbooks. Discussed rollover so FY budget is now \$86k. Audit of last FY was recently approved by Tourism Advisory Committee. Recent legislation may include more funding for smaller DMOs, have submitted a proposal.
- C. **Winter Marketing Plan Update** – paid winter marketing is highlighting Livingston as a small-town holiday events, arts and dining destination in addition to winter recreation. Doing *Travel Taste and Tours* and *Montana Quarterly* winter destination magazine campaigns. Reviewed Joint Venture and Cooperative campaigns with Lee Networks, Sojourn, and Yellowstone Country.
- D. **Downtown Holiday Events, TBID Marketing** - TBID will invest in marketing all holiday events and Livingston as an old-fashioned, small-town Holiday Destination via national and regional print and digital ads, radio, local event posters, table tents, and bar coasters.
- E. **Destination Management/Billboards** – discussed updating Vision Livingston Billboards, some are owned by Gil's, some are owned by Vision Livingston, one in Paradise Valley has been covered by Trust Me documentary images by Joe Phelps. Must be a nonprofit promoting a town. Will revisit campaign that attracts visitors, informs locals and visitors alike about preserving and respecting Livingston culture. Discussed We Will Livingston tourism survey and our pre-flood tourism sentiment survey and there has been little change pre- and post-flood. Downtown Master Plan's initial survey also included some negative tourism sentiment. ITRR has identified that much of resident negative sentiment is actually directed at new residents more than visitors. Reviewed For the Love of

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Livingston campaign, what neighboring communities are doing with Responsible Visitation campaigns, tweaking to Explore Livingston Like a Local and the Board prefers a simple Billboard message with a vibrant downtown photograph, Explore Livingston Like a Local and our Rustic. Refined. Legendary. Montana Logo. Will work on draft with Maclaren and Megan.

F. **Additional Discussion Items from Board Members** – discussed Board Officer roles.

**Update on Business Items of Interest**

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

**Public Comment on any Public Matter Not on the Agenda**

**Next Meeting Dates**

November 28, 2023

3:02 pm Adjourn

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