



CVB/DMO MEETING MINUTES

March 28, 2023 | 2 pm | 124 South Main Street, Suite 210, Livingston and via Zoom

Present: Dale Sexton, Tyler Erickson, Kristen Galbraith, Kathleen Kaul, Brian Menges

Not Present: Megan Eubank **Also present:** Executive Director Kris King

Public Comment – Trent Balestri, Park Local Development Corporation and MSU Extension introduced himself and sat in on the meeting to learn more about the organization.

Discussion/Action Items

- A. **Review/Modify/Approve Past Meeting Minutes** – Motion to approve by Kathleen/Second by Dale/Approved Unanimously.
- B. **Board Membership** – discussed open Board seats, potential members, and that Kristen our Board Chair is terming off the Board as of May.
- C. **FY 23/24 Marketing Plan and Budget** – discussed FY July 22 through February 23 report, year to year comparison by quarter and 25% drop last year due to flood. State Legislative actions pending may deeply impact available funds for joint projects, event grants etc. Discussed marketing, media implemented, strategies that were successful and creating next fiscal year's marketing plan due to the Tourism Advisory Committee May 2. Discussed Destination Stewardship; began with tourism sentiment survey, next is community engagement. Discussed For the Love of Livingston campaign, possibly updating to incorporate some of Be Good to Bozeman tenants. Working on tracking down old Vision Livingston group records of billboards from previous campaign. State Commerce is doing a Sustainable Tourism Economy assessment and summer campaign will be Leave No Trace. Megan, Brian, and Tyler have expressed joining a creative subcommittee to work on development of this campaign.
- D. **Additional Discussion Items from Board Members** – Discussed bathrooms that the City/URA invested in years ago in the Albemarle building that were intended to be public downtown bathrooms but have never been open to the public because there was no plan/funding put in place for bathroom maintenance. There are new owners who may or may not be open to opening them if maintenance funds were secured. Tyler discussed Depot development ideas, concept of public bathroom construction near Beanery.

Update on Business Items of Interest

- A. **Executive Director Report** – Reviewed Winter Path to Paradise campaign. Discussed State Legislative actions, status of various bills, email scams purporting to be from board members to other board members so have removed email listings on website to minimize this scam and emails are available on request. Yellowstone Harvest Festival Event Grant submitted. Joy of the Journey film finish funded by TBID, could run on national PBS, National Geographic. Several new website assets including interactive custom map for dining, lodging, arts and new navigation, now have dedicated page listings for restaurants or bars, i.e., instead of Restaurant/Bar category so we can do direct links to more narrow categories, and have expanded itineraries. Developing eblasts, have new subscribers daily. May 11 is a State of Montana Commerce event

in Paradise Valley. April 25 Prospera Luncheon with Gavin Clark giving a presentation. Park County Housing Coalition presentation in the coming month.

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

C. Additional New Business from Board Members – Kristen reiterated that there will be two open positions on the CVB Board. Brian did reach out to Brooke again but has not heard back, he will also reach out to another VRBO representative he knows.

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

Next Meeting Date May 23, 2023

3:07 pm Adjourn

Minutes respectfully submitted by Kris King

Board of Directors

Kristen Galbraith – Chair Dale Sexton – Vice-Chair

Members: Tyler Erickson, Megan Eubank, Kathleen Kaul, Brian Menges