



CVB MEETING MINUTES

October 10, 2022 | 9:15 am – 10:00 am
124 South Main, Suite 210

Present: Brian Menges, Megan Eubank, Dale Sexton, Kristen Galbraith, Kathleen Kaul via Zoom

Not Present: Tyler Erickson,

Also present: Executive Director Kris King

Public Comment - N/A

- A. **Zoom presentation of Winter Pick Your Path to Winter Marketing campaign by Maclaren Latta** - Maclaren has been working with us on the CVB annual marketing plan, Flood Recovery campaign, and Sustainable Tourism Strategic Planning and our Tourism Sentiment Survey. She has a rich background in tourism, marketing, statistics, and community engagement and has been working with Park County Community Foundation on their community engagement projects for years. For FY 22-23 Cool weather campaign for high value, low impact experience seeker visitor. Data from Pick Your Path to Paradise helped hone the target demographic that has proved interest in visiting Livingston, both out of State and In State. Goal is to increase year over year lodging tax income in the cool season. Using successful Path to Paradise campaign as basis for Pick Your Path to Winter Paradise campaign. Joint Ventures include Yellowstone Country Lee Enterprises digital website banner ads, Sojourn, and Yellowstone Country's large and established social media audience. Out of State will see ads earlier in the season and in state will see ads in December – January as they don't need to plan as far in advance. Other Joint Ventures with state include... Paid Print magazine *Big Sky Journal* and *Montana Quarterly*, MTPR, YPR to reach in state demographic. Initial ads will highlight full slate of Holiday events, starting with Light Up Livingston and then following Stroll, Holiday Fairs, Shane's Holiday Vaudeville, etc. Feedback includes marketing Livingston as high end dining to high value, low impact visitor. Working with Manifest Destination Solution on social media and creative for paid Social Media, Joint Venture creative, and website updates focusing on itineraries. Another Joint Venture option is LOCL – a free through this program and users LOCL program in which all businesses can sign in and their listings will be updated across multiple platforms from Google to the State Tourism website.

Board of Directors

Kristen Galbraith – Chair Dale Sexton – Vice-Chair
Kathleen Kaul Megan Eubank Tyler Erickson Brian Menges

- B. **Review/Modify/Approve Past Meeting Minutes** - Motion to approve by Brian Menges/Second by Dale Sexton/Approved Unanimously.
- C. **Budget – Audit passed, \$436 rollover for FY 22/23** - Passed audit, mailed it this year and it went well. Will need new bookkeeper as ours is ailing.
- D. **Additional Discussion Items from Board Members** – N/A

Update on Business Items of Interest

- A. **Executive Director Report** – Kris attended mandatory TAC Missoula meeting, discussed statewide tourism trends and reports, preparing for an intense legislative session, addressing the housing crisis, presenting at the Yellowstone Country Tourism Region Board meeting in Gardiner this month and 10/17-18 and will be kicking off a town hall meeting on a statewide Resiliency Strategic Planning project, Kris is on the Yellowstone Country committee addressing statewide resiliency. The opening of the Gardiner road into YNP is now slated for November 1. Discussed variety of impacts from the flood around the region and projections going into the cool season. The Murray reported that booking for October is strong, November-December bleak, January will have film group. Supply chain issues are still impacting Dan Bailey's. Discussed long-term climate change impacts on recreation, resources, and climate-related disasters like flooding and fire. Discussed possible changes to bed tax dollar allocation. Discussed website updates and focus on itineraries, interactive maps, and build your own itinerary that will capture emails and may have an option in the future for visitors to also donate to river restoration, trail maintenance, flood recovery and eventually a workforce housing fund. Map goals are to have three layers; arts, recreation and hospitality businesses. Discussed river use permits and education, shutting down stretches of the river, lack of funding for river restoration, lack of state appetite for river and restoration, maintenance. Will follow up with 'Give back to the Yellowstone' campaign. Preliminary Governor's Housing Taskforce report just released.
- 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 November 14, 2022

10:20 am Adjourn

Board of Directors

Kristen Galbraith – Chair Dale Sexton – Vice-Chair
Kathleen Kaul Megan Eubank Tyler Erickson Brian Menges