



TBID MEETING MINUTES

February 16, 2022 Via Zoom

Present – Kathleen Kaul, Kelly Baker, Tammy Fitzgerald

Also Present – Executive Director Kris King

Public Comment – N/A

Discussion/Action Items

A. **Vote on Board Member**

Application from Tammy Fitzgerald of the Yellowstone River Inn was approved by the Livingston City Commission February 1, 2022. *Motion to approve board member by Kelly/ Second by Kathleen/Approved Unanimously.* Also discussed the 9 hotels/motels in the TBID who qualifies to have representatives on the TBID Board and continuing to reach out to new hotel owners.

B. **Welcome to newest Board Member** Tammy Fitzgerald.

We also have an application from Malcolm Cox, manager of the Murray Hotel, with years of experience in hospitality at Yellowstone National Park and Denali National Park and have sent his application for vote by the City Commission.

C. **Review/Modify/Approve Past Meeting Minutes** - *Motion to approve by Kelly/ Second by Kathleen/ Approved Unanimously.*

D. **2022 Projected Budget Discussion** – discussed 2021 income, projected 2022 quarterly income, rollover from previous year, and budget for 2022 projects. Updated some categories, discussed priorities, staffing, office expenses, events and evolving focuses. *Board suggested removing 45 hours per month cap for ED and to pay for Explore Livingston Coalition hours not covered by limited CVB and LBID budgets. Quarterly invoices detail hours and tasks completed. Motion to remove 45 hour monthly cap and present actual hours worked to be paid accordingly: Motion by Kelly/Second by Tammy/ Approved Unanimously.*

E. **Marketing** – Discussed Travelocity ad “Livingston, Your Gateway to Winter Play” through opportunity marketing, cost was matched by MOTBD, reviewed data and reach. Proposal from *Travel, Taste and Tours* magazine for \$1,000 Spring passport promotion. *Motion by Kelly/Second by Tammy/ Approved Unanimously.*

F. **Big Sky Passenger Rail Authority** – discussed plans for return of North Coast Hiawatha line passenger rail and reports from Big Sky Passenger Rail Authority.

Board of Directors

Kathleen Kaul - Chair Kelly Baker – Secretary/Treasurer Tammy Fitzgerald - Member



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- G. **Public Art** – junction box art selected and being laid out, trying to use as many submissions as possible and include train/rail images. BNSF taking over from Montana Rail Link, discussed possible projects, signage with Bozeman rail representative. Electric Vehicle charging station near Neptune’s Eatery, discussed mural promoting Livingston and QR code to website. Also discussed Greetings from Livingston Mural location, Kelly will follow up with Doug on possible site as part of Fairfield region construction plan as discussed at earlier meeting with him.
- H. **Event updates** – discussed CVB’s grant for Yellowstone Harvest Festival and TBID funded survey from ITRR for event, board is interested in funding survey and data. Discussed winter fest concept. New Creek to Peak owner working to repair relationships and create more professional profile than previous owner. Have added City permit requirement to TBID grant application and City can send those asking for city to waive fees to TBID for grant funding if their event fits TBID’s mission. Explore Livingston event calendar and hospitality businesses are update weekly on our website and are a great resource for your guests.

Update on Business Items of Interest

- A. **Executive Director Report** – Discussed events, partnerships, and the barrier to funding high school sports tournament fees like the Bozeman TBID does – our sports facilities do not currently meet tournament requirements for most sports, and upgrade investments would be substantial. Discussed representation of Explore Livingston and economic impact of corporations moving to town and live wildlife tourism. Have a credit for faulty blinking lights for future swag. Disinformation about TBID, and Light Up Livingston - the event was Board Member Kelly Baker’s concept - continues to be published by the *Livingston Enterprise* in Patricia Grabow letters to the editor. We continue to stay professional, clarify facts, and work to offer funding opportunities to the Chamber, without a positive response. The Chamber’s lawsuit against the City has not been settled.
- B. **Additional New Business from Board Members** – N/A

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

Next Meeting: March 16, 2022

Adjourn 12:20 PM

Minutes respectfully submitted by Kris King

Board of Directors

Kathleen Kaul - Chair Kelly Baker – Secretary/Treasurer Tammy Fitzgerald - Member