



CVB/DMO MEETING MINUTES

November 14, 2022 | 9:15 am | 124 South Main Street, Suite 210, Livingston and via Zoom

Present: Kristen Galbraith, Dale Sexton, Megan Eubank, Tyler Erickson, Via Zoom: Kathleen Kaul

Not Present: Brian Menges **Also present:** Executive Director Kris King

Public Comment - N/A

Discussion/Action Items

- A. **Review/Modify/Approve Past Meeting Minutes** – *Motion to approve by Tyler/Second by Dale/Approved Unanimously.*
- B. **Winter Marketing** – shared images from winter campaign and data and reach of campaign so far for Pick Your Path to Winter Paradise. Opted in to all joint venture marketing opportunities with generous shared expense offered by Brand MT and Yellowstone Country. Winter campaign includes YPR and MTPR radio, *Big Sky Journal* and *Montana Quarterly* print ads. Joint Venture savings allows increased targeted Social Media paid ads to better hone our demographic and track reach. Working with MDS and Latta consultants on planning, content, delivery, and tracking. MDS also updating website with new Winter landing page, look, itineraries and multiple upgrades throughout website to send traffic from paid digital advertising to Winter landing page on website. Will also create interactive map with three layers: hospitality assets, trails, and arts amenities. Will be rolling out Localhood content and LOCL asset that will be free to all local businesses to update their profiles across platforms. Kris updates events calendar and current businesses every week; currently have the most comprehensive and up to date event and hospitality business lists in area. Useful for locals in addition to visitors.
- C. **Holiday Events** – Will have poster and table tent featuring a dozen primary holiday events in addition to promoting Light Up Livingston, also QR code to support the nonprofit group Holiday Lights of Livingston who fund the light display in the Depot Park. Also promoting all holiday events on social media, radio, and paid digital ads. TBID's Light Up Livingston kicks off season of events and promotes shopping Downtown during Small Business Saturday.
- D. **Additional Discussion Items from Board Members** – Discussed helping with Downtown Snowflake installation, need for trucks with trailers to bring lights downtown, starting early and coordinating with City team who will install new brackets on appropriate poles at appropriate angles.

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 – N/A

Next Meeting Date TBD January 2023

10:05 am 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