



TBID MEETING MINUTES

Wednesday, March 17, 2021 | 11 am – 12 noon | Via Zoom

Present: Kelly Baker, Kathleen Kaul, Tawnya Greenfield, Joel Boren

Also present: Executive Director Kris King

A. Review/Modify/Approve Past Meeting Minutes

Motion by Kelly / Second by Tawnya / Approved Unanimously

B. Review of TBID Expenses/Revenue – past due suggestions

Reviewed check register as of March 17. 2 out of the 3 properties that were behind in paying on their 2020 payments were catch up as of March 16, 2021. 1 property is still owes their 2020 dues and they are not responding to the ED's request for payment. Communicating with the city attorney was discussed to see if she has any suggestions on how we can retrieve these past due taxes.

C. Vote to approve bookkeeper view to bank account

Motion by Tawnya / Second by Joel / Approved Unanimously

D. Discuss 2nd signature on checks policy

Kelly made a motion to require a second signature on all checks written over \$1,000. The motion was passed unanimously.

E. Review Grant application draft

The grant application has been reduced to 3 pages. Some modifications have been made to make it more inclusive and specific to public health guidelines. The application will be a PDF document that can be completed online. The board approved the updates to the grant application.

F. Executive Director Report

Destination Yellowstone Ad has been divided between the TBIC, LBID, and CVB. Based on each organization's individual budget the TBID will cover 4/7th the cost, the CVB is responsible for 1/7th, and the LBID for 2/7th.

Discussion was had around how we promote Livingston and what is CVB marketing regulations permit. The ED discussed traditional focus on attracting

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people from outside the state, but that is starting to change. There is interest in promoting Livingston as a weekend getaway location for folks from around the state and region. The ED will start looking at additional marketing opportunities.

The ED gave an update on HB2 and SB355 which proposed moving bed tax funds away from their local tourism bureaus and funding other state and county needs. The ED recommended communicating with your legislators to let them know how these bills effect local business and the economy as a whole. The ED will continue to send out updates regarding state tourism in relation to the state legislature.

The ED brought to the board a grand funding request from the Hoot Team requesting money to assist with putting on a Livingston Night Out event throughout the summer. Funding has been requested by Park County Community Foundation to cover half the cost of the event. They are looking for additional business/organizations to assist in covering the additional funds. The board likes the idea but are not 100% sold on whether or not this event would bring business to our hotels. More discussion to follow.

We are needing to add more members to the board in order to have an odd number. Nothing in the bylaws prevents more than one board member serving from the same business.

G. Tourism Marketing Partnerships – 2021 campaigns

This is addressed in the ED report. We are going to focus more on local drive business and promoting Livingston as a weekend getaway.

H. Board Member Updates

New board members are needing to be approved by the city. There is currently an even number of members on the board and in order to break potential ties the board in needing to bringing one additional board member.

I. Additional Discussion Items from Board Members – none.

Meeting adjourned at noon.

Minutes Submitted by Kelly Baker

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