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## CVB MEETING MINUTES

Thursday, April 21, 2022 | 9:15 am – 10:00 am | Via Zoom

**Present:** Dale Sexton, Kathryn Bornemann, Kristen Galbraith, Brian Menges, Megan Eubank

**Not Present:** Kelly Baker, Tyler Erickson **Also present:** Executive Director Kris King

**Public Comment – N/A**

### Discussion/Action Items

- A. Review/Modify/Approve Past Meeting Minutes** – Motion to approve by Brian/Second by Dale/Approved Unanimously.
- B. Financial Reports** – discussed financial reports.
- C. FY 23 Marketing Plan Vote** – reviewed marketing plan, incorporated feedback from board. Destination Marketing in the cool season is to high value, low impact “Experience Seekers” demographic as outlined in the Montana Winter Brand, and in the warm season to improve the visitor and resident experience through destination management and stewardship, educating visitors and to maintain the cultural, environmental, economic and aesthetic integrity of our community. Motion to approve by Dale/Second by Brian/Approved Unanimously.
- D. Board Member Update** – sadly, Kelly Baker will be leaving the area. Kathleen Kaul the TBID Board Chair has offered to fulfill Kelly’s term on the CVB. Motion to approve by Kathryn/Second by Brian/Approved Unanimously.
- E. Additional Discussion Items from Board Members** – Megan Eubank suggested a downtown spring clean up day. Will discuss further.

### Update on Business Items of Interest

**A. Executive Director Report**, report from Tourism Conference, discussed seminar content, tourism trends, pivot from CVBs to DMOs, statistics, and need for local option tax to help pay for tourism’s impact on Livingston’s infrastructure and related expenses currently born by resident tax payers.

**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 May 19, 2022

10:10 am Adjourn

Minutes respectfully submitted by Kris King

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### Board of Directors

**Kristen Galbraith – Chair**     **Dale Sexton – Vice-Chair**     **Kelly Baker – Secretary**  
**Kathryn Bornemann**     **Megan Eubank**     **Tyler Erickson**     **Brian Menges**