



TBID MEETING MINUTES

May 21, 2024, 11 am Via Zoom

Present via Zoom – (alpha order) Angelica Amant, Kathleen Kaul, Zoe Randall, Alex Reichert, Melinda Zoeckler

Not Present - Doug Braham **Also Present** - Executive Director Kris King

Public Comment – N/A

Discussion/Action Items

- A. **Review/Modify/Approve Past Meeting Minutes** - *Motion to approve previous meeting minutes by Zoe/Second by Alex/Approved Unanimously.*
- B. **Grant Applications** – *Motion to approve grant application from Livingston Gallery Association for Art Walk marketing for \$1,000 by Alex/Second by Zoe/Approved Unanimously. Motion to approve grant application from LDBOBA for Yellowstone Bus Tours with clarification of income and budget for \$4,000 by Zoe/Second by Angelica/Approved Unanimously. Motion to approve grant application from Rocky Mountain Songwriter Festivals Inc. for Livingston Songwriter Festival for \$5,000 by Zoe/Second by Angelica/Approved Unanimously.*
- C. **Annual Budget and Marketing Plan** – Reviewed annual budget, crafted with feedback and meeting with Board Treasurer Melinda Zoeckler, and marketing plan including collaboration with Explore Livingston/Destination Management Organization budget and plan approved by that board and Tourism Advisory Committee with elements specific to Livingston hotels. *Motion to approve fiscal year budget and marketing plan by Zoe/Second by Alex/Approved Unanimously.*
- D. **Additional Discussion Items from Board Members** – N/A

Update on Business Items of Interest

- A. **Director's Report** – Will form TBID Board subcommittee for Billboard project. Discussed educating residents on local benefits of TBID tourism dollars. Discussed hotel specific marketing campaign and assets, with "Rooms to Roam" tagline. Bylaw updates approved at last meeting will be signed by TBID Board Secretary/Treasurer and posted to website. Executive Director submitted National Travel Week Proclamation with data on the industry's economic benefits, which the City Commission passed. Grabow Hotel paid overdue TBID assessments and will be included in website and print promotions again. Discussed TBID funded Joy of the Journey videos, and bookkeeping system.
- B. **Public Comment on any Public Matter Not on the Agenda** – N/A

Next Meeting 7/16/24. TBID Board Meeting records posted publicly at explorelivingstonmt.com/tbid

Motion to adjourn by Zoe/Second by Angelica/Unanimous. Adjourned at 12:03 pm

Minutes respectfully submitted by Kris King

Board of Directors

Chair - Kathleen Kaul | Vice Chair - Alex Reichert | Secretary/Treasurer - Melinda Zoeckler
Members: Angelica Amant, Doug Braham, Zoe Randall