



TBID MEETING MINUTES

September 17, 2024, 11 am Via Zoom

Present via Zoom – (alpha order) Doug Braham, Kathleen Kaul, Zoe Randall, Melinda Zoeckler

Not Present - Angelica Amant, Alex Reichert **Also Present** - Executive Director Kris King, Patricia Grabow

Public Comment – N/A

Discussion/Action Items

- A. **Review/Modify/Approve Past Meeting Minutes** - Motion to approve previous meeting minutes by Zoe/Second by Melinda/Approved Unanimously.
- B. **Grant Applications** – Discussed two LDBOBA grant applications from Patricia Grabow, who was present. Discussed Sign Grant application, TBID board requests further data including: maps and visual representation of where the proposed signs will be and how they will look from the road. Need copies of written permission from the landowner of each location. The Board indicated they would be more inclined to fund one initial sign to assess placement/community feedback before funding the other two. TBID would like to be co-owners of the signs to assure upkeep on their investment. Also sent updates of list numbers: 40+ Restaurants, 50+ Shops, 18+ Galleries, 10+ Hotels. Those are beyond Downtown, if the TBID is paying for the sign they want all the hotels listed. Then discussed Convention/ Tournament/ Bus Grant: Rather than funding the entire grant, the TBID Board requests for each specific convention attendance/ expense for their quick approval (do not need to wait until a meeting) - just the expense and booking goal, with a report following the convention with receipts and details of events booked/recruited. TBID Board were less enthusiastic for an annual marketing project as the grant did not have details, so that would need to be resubmitted with a detailed marketing plan with measurable benchmark goals and each expense spelled out in the marketing plan budget.
- C. **Budget** – Discussed one hotel has still not paid into TBID. Reviewed P&L, discussed Give a Hoot donations with matching funds to organizations that support visitor amenities. TBID sponsorship of Night Owl Run included flyers for all racers with links to book a room, ask for a discount, and calendar of events encouraging them to stay longer.
- D. **Additional Discussion Items from Board Members** – N/A

Update on Business Items of Interest

- A. **Director's Report** – Discussed meetings, conventions, and bus tours, including ABA, in Livingston, Department of Commerce has a program to help with fam tours, meeting planners or business professionals. Reviewed long list of tourism and travel data and updates. Discussed upcoming events including Songwriter Festival Oct 4-5, Oktoberfest Oct 12, Montana Main Street & Downtown Conference Oct 23-25. Report on Hotels for Songwriter Festival. Kay Potter helping as Events Coordinator.
- B. **Public Comment on any Public Matter Not on the Agenda** – N/A

Next Meeting 11/19/24. TBID Board Meeting records posted publicly at explorelivingstonmt.com/tbid

Motion to adjourn by Zoe/Second by Melinda/Unanimous. Adjourned at 12:34 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