



TBID MEETING MINUTES

November 17, 2024, 11 am Via Zoom

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

Not Present - Alex Reichert **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 by Zoe/Second by Melinda/Approved Unanimously.*
- B. Grant Applications** – Update; emailed list of items the Board needs from LDBOBA so we can revisit their Sign and Convention/Tournament/Bus grant applications, they have not responded.
- C. Budget** – Reviewed July–October financial report, reviewed donations through Give a Hoot, Livingston Songwriter Festival participants booked at every hotel in Livingston, cool season expenses and decreasing Small Business Saturday promotion expenses by partnering with Hens & Chicks Downtown business-initiated Shopping Passport, and other Light Up Livingston expense minimizations. Reviewed fund balance and collections, including those hoteliers who have not paid their TBID assessments.
- D. Marketing** – discussed reward program for the many visitors who tag us on content. Would like to review occupancy during this year’s cool season events. Discussed *Outdoor Adventure* magazine opportunity and potential of marketing to a younger male demographic, specifically hunters, for a fall 2025 campaign, likely this younger crowd will have fewer discretionary dollars to spend. *Motion to do smaller option ad for fall hunting and bird watching by Zoe/Second by Angelica/Approved Unanimously.* Upon further discussion *Zoe withdrew her motion and will revisit in Autumn.*
- E. Additional Discussion Items from Board Members** – Alex gave an overview on the Montana Lodging Conference she attended.

Update on Business Items of Interest

- A. Director’s Report** – Housing continues to be an issue for workforce, Kris participating in City’s code update process which may help address issue. Discussed supporting Montana Media Coalition to maintain and grow lodging occupancy by movie crews. Ceiling on Media credits will need to be raised in next legislative session so Montana’s movie industry can continue, important to clarify that those Media tax incentives do not create new taxes or costs for taxpayers. Discussed how vital the movie industry is to Livingston’s economy and how far the impact radiates through trickle down in the community. Also, those in the industry continue to visit Livingston so it also

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creates repeat visitors. Will follow up on action items during 2025 legislative session. Kris to explore wedding promotion opportunities for shoulder and off-seasons. Explore Livingston Coalition's overall goals is to build a resilient year-round economy that preserves quality of life for locals and quality of experience for visitors. DMO is undertaking Destination Stewardship and Tourism Resiliency Strategic Plan and have been meeting with a wide range of regional partners working in recreation, natural resource management, business development, and community support to share what we are each doing, share resources, surveys and data and collaborate on a resilient community and future. Will create Venn diagram of what each group is doing. Discussed working with guides and how to increase Conservation License compliance and make the process easier. No current way for tourism funds to address visitor impact on Roads, Rivers, and Rescue. Discussed first year of Dan Bailey's Cold Snap Film Festival this November, which can grow into a destination draw. Discussed event street closure funding format. Discussed having an application rather than a sponsorship program for supporting those industry organizations who work on our behalf, including a spreadsheet of who does what.

B. Public Comment on any Public Matter Not on the Agenda – N/A

Next Meeting 1/21/25. *TBID Board Meeting records posted publicly at explorelivingstonmt.com/tbid*

Motion to adjourn by Zoe/Second by Melinda/Unanimous. Adjourned at 12:40 pm

Minutes respectfully submitted by Kris King

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