

**Livingston Tourism Business Improvement District
Board Meeting Minutes December 18, 2019**



Chamber of Commerce Rm 12 noon

Call to Order at noon.

Present: Eric Sheckleton, Tawnya Greenfield, Kristen Galbraith, Dan Kaul, Kathleen Kaul, Patricia Grabow, Robert Keeler, Joel Boren, Jackie with Livingston Chamber of Commerce, Meghan Larson

Scheduled proposals:

Patricia Grabow with the Downtown Building Association:

Would like to turn Livingston into a ski town as well as update bicycle paths, parking spaces, and build a growth policy. DBA are working on monument signs that offer directions for the entire town. Would like to create three signs for Exit 337 to downtown so that everyone has to go through Livingston before heading to Yellowstone National Park. 700 Tour buses go to Albertsons and head south. This would reroute them. We are also working on the end rail passenger service. There is \$800,000 in advertising through Yellowstone Country if we could be labeled a ski town. Patricia would like for someone from the TBID to work with the DBA and sit on the ski committee. **DBA would like to be on next month's agenda.**

Kristen Galbraith, Livingston Business Improvement District:

Livingston is being considered for Small Business Revolution season 5 (we made the top 10 cities). The funding was based on prediction of number of rooms that would be needed during production. Asking for \$3500 to help cover social media costs to promote Livingston during the voting period. Leslie: Would Kristen be able to attend the CVB and Chamber meeting tomorrow so that we can collaborate with LBID? Kristen: LBID has sent 3 emails to the chamber (2 press releases and an update). Other chambers across the state are sharing the project information with their local resources. If the Livingston Chamber would like to participate, please feel free to reach out. We would happily accept any help.

Kathleen motions to accept proposal as written.

Tawnya seconds.

Further discussion: None

All in favor.

Jackie will cut the first check for \$1,000 to the LBID

Old Business

1. Approve Meeting Minutes from November 2019 meeting:

Kathleen motions to approve TBID November meeting minutes

Tawnya

seconds

Further discussion: None

All in favor

2. Grant Application revisions to be approved:

The references to the chamber were removed with the exception to the insurance line, as well as the change to distance for. Items changed include:

Fix the numbering issue in Criteria: A. Requirements. Where item #3 is rolled into #4.

Remove the reference to Livingston Area Chamber of Commerce from Criteria A.3.

Change Criteria: B. Advertising #1 to read "The Livingston TBID logo shall be included in all print and online materials.

Remove the reference to the chamber website in Criteria: B. Advertising #2.

Change Criteria: B. Advertising #4 (Now #3) to be 100 miles.

**Livingston Tourism Business Improvement District
Board Meeting Minutes December 18, 2019**



Meghan motions to approve the grant application revisions.

Tawyna seconds.

Further discussion: Leslie: I am very disappointed and would like to request the vote be held over until the January meeting. Kathleen: I call to question can we vote?

All in favor, none opposed.

3. Appoint board member to meet with Athletic Director:

Leslie has been in contact with the athletic director, Nate ?. He is excited and will be submitting bids for upcoming sporting events. Looking to come in in January or February TBID meeting. We will wait to appoint a board member to this task.

4. TBID Policies & Procedures to be approved:

Kathleen motions to approve.

Tawyna

seconds

No

discussion

All in favor

New Business

1. Marketing Plan Presentation via video conference

Eric: Custom social media posts, is that essentially a blog. Presenter: We create one article with 750 words that will have many key-words. Eric: Spring and Fall could be where we benefit most. We would like to see some real measures to base the success on and then move into a broader audience and approach. Presenter: We can measure engagement, clicks to the sight, itinerary requests, downloads that come from the content, bookable packages would be a hard conversion. Why do people stay overnight in Livingston? Basecamp so they don't have to stay in different hotels every night while visiting the surrounding areas...

\$1000 to bring the photographers in and take pictures of Spring in Livingston which would be available for the members of the TBID to utilize.

We could start a spring campaign without photos right now.

It is probably too late to capitalize on winter at this point.

Kathleen motions to accept proposal and accept spring (May/June) as our target

Eric seconds

No discussion

All in favor

2. TBID Assessment Increase Proposal:

Eric motions to approve a \$1 increase to the TBID assessment starting January 1, 2020 per the proposal.

Kathleen seconds.

No discussion

All in favor

3. Approve Joel Boren with Yellowstone Pioneer Lodge as a board member:

Kathleen motions to approve Joel's board application.

Tawyna seconds.

No discussion.

All in favor.

January 15, 2020 next meeting at the Livingston Chamber of Commerce at noon.

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Joel motions to adjourn
Tawyna seconds
All in favor
Adjourned at 1:28pm.