

**Livingston Tourism Business Improvement District
Board Meeting Minutes January 15, 2020**



Chamber of Commerce Rm 12 noon

Call to Order at 12:00pm

Present:

Kathleen, Tawnya, Kristen Galbraith, Nate Parseghian, Leslie, Meghan

Proxies:

Meghan Larson for Eric Sheckleton

Kathleen requested a change to the agenda to be added as the first item under New Business:

Discuss TBID having a professional outreach coordinator that will specifically:

promote TBID in the community through social media

Track our promotions and offer direction to the board on how best to spend marketing dollars.

Develop a program similar to the Missoula TBID

Meghan so moves

Tawnya seconds

All in favor

Public comment- Patricia Grabow - not present

Scheduled proposals/Grants: none on file

Scheduled Introduction: Nate Parseghian, has been the Park High School Athletic Director for the past four months. Nate has participated in the Gallatin Valley Tournament Committee meetings. High school sporting events are being held up because of our facilities. We don't have a track that could host a state meet or the appropriately sized softball fields. But there are some rotations of tournaments that will inadvertently come our way such as the divisional volleyball tournament the second weekend in November. 10 teams from Eastern Montana will be in town 2-3 nights. Unfortunately, we missed the window to submit bids for this year with the transition from Regina to Nate. Kathleen: We would encourage Nate to come in when they are ready to start bidding. Nate: We might be able to put together an overnight wrestling event for the first week of December. I will let you know what we can do.

Old Business

1. Approve Meeting Minutes from December meeting.

Meghan motions to approve

Tawnya seconds

No discussion

All in Favor

We will sign the December minutes at the February meeting.

2. Update on Social Media funds for #mytown contest:

Livingston has made the top five towns and voting has begun. TBID has already paid the initial \$1000 and the LBID is ready to collect the remaining amount granted to begin the social media run to get the votes to win the contest. Kristen will follow up after the results with how the money helped promote Livingston during the voting period. Leslie will get the check for \$2500 to Kristen today or tomorrow.

3. Update on Blitzkrieg Wrestling, April 2020:

Leslie: They have begun putting together their marketing pieces and I have sent them the TBID logo.

**Livingston Tourism Business Improvement District
Board Meeting Minutes January 15, 2020**



4. Update on Jazz Festival 2019:

Complete numbers are not done yet but will be on February agenda.

5. Update on Approved Assessment Increase for 2020.

Leslie: Sent a letter to hoteliers so they could proof of the increase to third party booking companies.

Meghan: The signed proposal was also utilized as proof to companies. I have the original and am getting the last two signatures before handing over to Leslie.

6. Update on HMS Global marketing:

Leslie: Started collecting pictures for social media launch in Spring with HMS Global. Already putting together content, and Leslie is reaching out to local photographers to hopefully create a really great product. HMS Global has spring and summer pictures from the CVB to utilize for our spring marketing run.

New Business

1. Potentially hiring a professional to handle marketing & social media.

The TBID is considering hiring a professional person who can do our social media, tracking and offer direction for best results. The LBID did this and has had great results. Kathleen brought Kristen from the LBID in to talk about her experience with Kris King, their current paid administrator and marketing person.

Kristen: Kris King (Buzzmemedia) has been doing marketing/social media/website for LBID for the last two years. She also does our admin (agenda & minutes). Kat Moodie sends over financials to Kris and Kris attaches them to the agenda for the board. They pay her \$30-\$35 per hour on a not to exceed basis. Livingston Business Improvement District. The board comes up with the ideas and she takes them and runs with it. The LBID does not have an executive director and so their structure is somewhat different from the TBID.

Kathleen: Is there any comment?

Leslie: The TBID falls under the CVB because it is a funding mechanism to help with the marketing that takes place that is guidance by the state of Montana. TBID was originally designed to fund conferences, be able to promote community, do advertising and social media pieces. This is already done for the community and hotels by the CVB. The CVB has an approved marketing plan for the year and marketing is my job as the executive director of the TBID. Leslie: The concern with hiring someone outside of the CVB is that you lose the continuity that is happening between the state and communities. Meghan: We (the board) would like to bring someone in to take some of the workload off of Leslie's shoulders, specifically the marketing. Leslie feels that the board is going around her instead of utilizing her and her role. Leslie: What is the direction the outreach coordinator would take us? What is the direction the TBID wants to go? Something to think about as we move forward.

Kathleen: I motion that we (the board) will solicit those we feel would be a good fit as an outreach coordinator, direct them to **submit a bid to Leslie who will organize and add them to the February agenda**. Leslie may also reach out to those she feels would be beneficial to the TBID and community.

Meghan seconds.

No Discussion

All in favor.

2. **International Roundup April 26-29 Wyoming, In partnership with MTOT.
\$650 plus 80.00 per night for hotel.** Tour bus and operators.

25-45 people in a group (large and small buses)
Leslie will sell the community and the hoteliers in general by sitting down with each tour company during this conference. The tours will book with the hotels directly. This will be the first time Livingston would participate. The Round Up is the international conference.

**Livingston Tourism Business Improvement District
Board Meeting Minutes January 15, 2020**



Meghan moves to approve to pay for Leslie to attend the International Roundup.

Kathleen seconds

No Discussion

All in favor

Select Travel Family ABA/ NTA March:

USA travel events with ATA etc. The Select Traveler is the national tour group which is in March. The Select Traveler is more expensive (\$2,000) but will provide more contacts (up to 40 appointments) and reach broader demographics. Kathleen: I am surprised that the CVB couldn't help support. Meghan: The DOB might be interested in supporting the International Roundup as well. Leslie: If the TBID can support sending me to Select Travel, I can see if the CVB or one of the other local groups could help support the trip to the International Roundup.

Meghan:

The \$3000 for the park website marketing needs to be moved from Grants to Marketing in the budget. The dollar amount spent on the Select Travel conference needs to be put under Marketing as well since neither were presented with the Grant Proposal form.

Leslie:

I wrote a check for \$1000 to HMS Global, but have not received an invoice from them. I will reach out to them today and ask them to send one to me.

Meghan moves to withdraw her motion for the TBID to pay for Leslie to attend the International Roundup.

Tawyna seconds

No discussion

All in favor

Meghan motions to approve the funds to send Leslie to the Select Travel conference in Cheyenne, Wyoming in March.

Tawyna seconds

Discussion: Would like an update on what the total cost will be including travel expenses.

All in favor

3. Leslie needs a firm list of hotel offers and bus parking: Leslie will send an email of the information she needs to the board to respond to. The board will respond within 48 hours of receiving the email.

4. Governor's conference booth:
Does the TBID want to have a booth? No

5. New website first stage, landing page for TBID, Matrix needed.

Moved to February agenda

6. New Hostel/Hotel

Moved to February agenda

7. New website first stage/Landing page for TBID/Matrix needed

Moved to February agenda

**Livingston Tourism Business Improvement District
Board Meeting Minutes January 15, 2020**



Issues to discuss at the February meeting:
1 Hotel behind in paying assessment fee
Hotels not participating (not participating on the board but are a board member)
Hotels that are not communicating

Next meeting February 19th, 2020 at the Livingston Chamber of Commerce

Meghan moves to adjourn
Tawyna seconds
Adjourned at 1:27pm