
Chamber of Commerce Rm 12 noon

Call to Order

Those Present: Tawnya, Kathleen(by phone), Eric, Meghan, Amy, Kim Birrell

Those Present via phone: Deb

Absent: Meet, Dan

Amy called meeting to order 12:11pm as interim president

Public comment- 5 min please. No public present for comment

Scheduled Public Comment-

KIM BIRRELL, Travel Trade Coordinator OFFICE OF TOURISM AND BUSINESS DEVELOPMENT DEPARTMENT OF COMMERCE: Discussed International tour group operators, how the program works and how to get that part of the business. Presented with PowerPoint which board members have copies of. Kim would love to see more Livingston hotels utilizing receptive and inbound tour operators. Currently Pioneer Lodge is only hotel currently using RTOs. Marketing is focused on couples and families wanting to experience the parks, as well as small town, authentic, outdoor, different kinds of lodging, individual traveler wanting to have experiences, the great american west. Focus states are Idaho, Montana, Wyoming, North Dakota, and South Dakota. Details can be found in PowerPoint.

1. President Chair position is currently an interim role. Eric motioned to elect Amy Estep as president, Kathleen seconded. All in favor.
2. Discuss/ Approve Bylaws- On March 19th the City and the Commission voted to approve the Bylaws submitted by Jay Porten, City Attorney. Leslie: Commission is all in favor of our bylaws. Will want to consider amending as we move forward to better fit the needs/direction of the board. Will wait to get updated documents back from city attorney for board to approve final bylaws.
3. Budget, memberships (Voices Montana tourism, Tourism matters, MACE, MSAE, Yellowstone Country Livingston Chamber of Commerce). Leslie: would like board to consider being members of these valuable organizations. Eric requested that we set up meetings for representatives from organizations to come give a presentation on what they do. Leslie agreed to set up some presentations.

4. Discuss commercial for promotion of hotels for web-based use and social media marketing and ads in online marketing regions of our CVB. EJ Daws needs an update and when to get started and how much to spend and what to cover.

Leslie: We want to do a commercial that is specific to our hotels that we can start utilizing in marketing pieces. \$3500 total cost. Not sure who would pay for it (individual hotels or TBID?). Would take 2-3 days and would be owned by the hotels. EJ can come present at next meeting.

Eric: How will it be distributed and what will the metrics be to see impact/return on cost?

Leslie: It can be used in multiple facets. We will set up a meeting for EJ to present.

5. Discussion of political movements and support through Voices Montana and MTOT, how much support and what direction. Eric: VMT does not lobby but educates anyone who will listen on the impact of tourism in Montana. Most TBIDs financially support VMT in some small way. Leslie: Would like a response from the board on emails she sends out regarding ongoing political issues so that she can better represent the voice of the TBID. Board agreed to respond with their thoughts.

6. Long term meeting schedule: Board agreed to the third Wednesday at noon each month.

7. Approve last meetings minutes. Meghan moves to approve February's meeting minutes. Eric seconds. All in favor

8. Director updates By Leslie Feigel, CEO Livingston Chamber / CVB-

- a. How should we proceed with room blocks for groups brought in by Chamber/CVB.

Hotels will respond to Leslie with a group discount percentage, hotel contact information, and group name the group can call under. There will not be room blocks during the summer months. First come, first serve. Book early!

- b. Documents for rooms regarding tourist behavior

- c. Promotional piece for Governors Conference in April

Amy: We want to provide information on each hotel and what they offer. I will work on that for the next meeting.

- d. Department of Revenue gross lodging tax report review for state of Montana and Livingston. Livingston has seen a major drop in numbers.

Adjourn Meeting: Amy adjourns 1:28pm Next meeting April 17th, 2019 at noon.