



March 15, 2018 Visit Big Sky Board of Directors Meeting Minutes
Big Sky Chamber of Commerce – 55 Lone Mountain Trail | Big Sky, MT 59716

Present: Ennion Williams, Dan Martin, Crystal Snook, Glenniss Indreland, Steven Rager, Julie, Ryan Hamilton and Tim Drain via phone

Absent: Krista Traxler

Staff Present: Candace Carr Strauss, Heather Gottschalk, Lori Wetzel, Caitlin Lundin

Public: Jolene, Lone Peak Lookout

Call to Order: 8:39 am

ACTION ITEMS

Approval of Minutes

Tim Drain

- Glenniss Indreland moved to approve the February minutes which was seconded by Crystal Snook with all in favor, the motion passed unanimously.

Approval of Financials

Tim Drain

- This issue was raised that we are currently 2/3 of the way through FY18, and yet there is significant budget remaining. The question was posed if it will be spent to which yes, it will with new website, remainder of tourism master planning, content and summer campaign
- Motion to approve Ennion Williams seconded by Steven Rager and with all in favor motion passed unanimously.

OLD BUSINESS

VBS Marketing Update

Heather

- Crowdriff has been an incredible partner with their onboarding process and customer service/success plan. VBS is encouraging them to attend next year's Governor's Conference and will look to submit a speaking proposal with them in an attempt to be on the Agenda.
- A discussion ensued regarding the need for year over year analytics to be used in benchmarking our progress. Staff will begin providing it where possible at next month's meeting. Glenniss commented that the state's financials are being heavily scrutinized so the more information we can provide on our positive economic impact on the state's economy, the better.
- A big focus as of late has been on FAM tours in partnership with Big Sky Resort and MOTBD. They include: Social media influencer families and social media mom bloggers from around the country. Senior Skiing representatives, and independent journalists who regularly write for publications such as *Conde Nast Traveler* and *Dallas Monthly*. Australian and German FAM tours are scheduled for April and June.

Visitbigskymt.com Website Re-design Process – Updated Project Timeline

Candace/Heather

- The RFP for video and photography content for the new website has been distributed and bids are coming in for review and selection.

Tourism Master Planning Process – Update / Draft Strategy



- A discussion was had around the proposed Vision and Mission Statements for Visit Big Sky provided by Destination Think through the Tourism Master Planning process. Key points to remember are the relationship between tourists and locals with an emphasis on the shared value of preservation and the idea that one visit leads often times to relocation.
- Glenniss and Steven brought up points for the discussion that included revisiting VBS's greater role within the community based on findings from the DNA Study. As the Tourism Master Plan is finalized, this will be taken into consideration.
- Further input on the Vision and Mission is to be forwarded to Candace by Wednesday at 12 noon to aggregate and return to Destination Think.
- The "Final" Strategy document is forthcoming in April for the VBS Board's review.

Air Transportation Marketing Committee – Update Far. From. Ordinary.

- No updates from Glenniss because once again, there has been no meeting of the committee.
- Candace brought up the point that the marketing dollars contributed to this by private partners are not showing up anywhere to VBS/CVB funders and the question has been asked by Resort Tax specifically, "Where is the private marketing support?" Individual businesses are all spending marketing dollars independently, but this is a collaboration of public and private and could be leveraged to show VBS leading cooperative efforts.
- Candace asked if the board would be comfortable putting in the request, Candace would reach out to YC and BSR, Spanish Peaks, Robin Hoover with Yellowstone Country. If they agree we can show private dollars that are coming to the table and demonstrating our collaborative leadership in the community as marketing the destination.
- Dan voiced keeping Daryl Schleim from Bozeman Chamber/CVB in the loop. The only impact for him would be cutting one check instead of five.
- The board agreed to have Candace pursue this for the new fiscal year budget.

VBS 1st Annual Members' Luncheon – May 10th

Candace/Caitlin

- VBS Membership – DestiMetrics Lodging Partners CONFIRMED by AZ
- Ryan Kunz at Lone Mountain Ranch is opening up Horn and Cattle a week early to host this luncheon.
- It satisfies our legal requirement of an Annual Members' Meeting while at the same time facilitates participation in US Travel's National Travel & Tourism Week.
- The event runs from 11:30am – 1:30pm with the theme "Then and Now." It will be a plated lunch for \$35 with the rollout of MOTBD/Yellowstone Country/VBS summer marketing plans and a few words on the economic impact of tourism from Dax Schiefer of Voices of Montana Tourism. A "Peak Performer" Award for best frontline worker will be given out.
- Next year, we would love to have Yellowstone Forever training in the morning to coincide with the annual luncheon. It will be May 22 or 25 this year. VBS is a Yellowstone Forever Gateway Community member and receives this two-hour training as a benefit.
- The rate increase of national park entrance fees is at a standstill, public comment was extended through December.

NEW BUSINESS

2018 Governor's Conference on Tourism & Recreation is April 15-17 at Big Sky Resort.



- There is a TAC meeting on Sunday from 9am-12noon followed by five FAM tours around Big Sky. Duncan Patton will be presenting his new book comparing side by side photos of Big Sky and Gallatin Canyon. This plays well with the “Then and Now” theme. There will also be a private FAM tour for CEO’s, GM’s and Executive Level employees to the Yellowstone Club. This FAM will be ending at the Lone Mountain Land Company building where insights will be given on the private clubs and into the largest construction project in the history of the state of Montana.
- Candace acknowledged Dan Martin for Karst’s support with transportation for the FAMs.
- Visit Big Sky is sponsoring the pre-reception for the Monday night Awards Dinner which is Oscar’s themed. We will be showcasing made in Big Sky products/businesses - LUXE Wine & Spirits and SugarBuzz.
- Destimetrics/Katie Barnes will be joining us at the VBS booth at the Governor’s Conference. Glenniss as Chair of TAC, organized a Research Summit earlier this year in Helena where Candace presented on DestiMetrics and our partnership in managing our destination.

BSRAD Resort Tax FY19 Allocations – Application Discussion

Ryan/Candace

- On May 8th the Big Sky community will be electing two new Resort Tax Board members. Ballots will be mailed to PO boxes and there are concerns regarding this process being separate from typical November voting time and procedures. There are four candidates running: Steve Johnson, Sarah Blecta, Craig Smit, and Buz Davis. Candace has been meeting with sitting and potential board members to share the impact on budgets related to the change in fiscal sponsorship of the Big Sky Convention Visitor’s Bureau from the Big Sky Chamber to VBS.
- A discussion ensued on detailing staffing allocations among the Chamber, CVB and VBS. It was announced that Caitlin’s role has expanded to include marketing for the Chamber with the assistance of a partial graphic designer that will be split among four community organizations. A management agreement is being drawn up to formalize these relationships.
- April 4th is the Gallatin-Madison Joint County Commission meeting to be held at the Summit Hotel from 10:00am-12:00 noon. The Chamber of Commerce’s *Eggs & Issues* will occur prior at the same location from 8:30-10:00 am and feature Dan Clark, Director of the MSU Extension Local Government Center to talk about the local governance.

STAFF REPORTS

CEO Report

- The Big Sky Chamber hired a new Director of Membership Sales – RJ Klotz who will begin full time on May 7th. RJ will graduate from MSU Bozeman this spring but has been in the Gallatin Valley for six years. He has been a Smoke Jumper for 7 years, and therefore a perfect representative for the Chamber on the Custer Gallatin Working Group.
- \$10.3 million Tiger Grant Award – The POWER OF PARTNERSHIP, what we can accomplish as a community when we come together. Executive Summary of the grant is available on the Chamber’s website.



- Candace is scheduled to participate in US Travel's Destination Capitol Hill in Washington, DC to meet with our Montana representatives around the economic impact of tourism on our state and the nation.
- Strategic planning on the Chamber side with Dr. Eric Austen is wrapping up to coincide with Resort Tax FY19 Applications.

OTHER NON-AGENDA ITEMS

- \$10.3 million Tiger Grant celebration as a community is forthcoming – STAY TUNED!
- The Big Sky Chamber's Black Diamond Awards Dinner and Annual Members' Meeting is Tuesday, June 26th from 6:00-9:00pm at Buck t-4.
- Glenniss shared information on Big Sky Resort joining the Mountain Collective and Ikon Pass as well as the press conference announcing the 8-seat D-line lift, the first of its kind in North America. Passes for Winter 18/19 season will see a name change - a pricing matrix will be out soon.
- VBS held its first Signature Events Committee meeting last week. It was well attended, productive, and the feedback was positive. A more formalized process will be put in place to continue the collaboration.

ADJOURN

- Motion to Adjourn made by Dan, seconded by Glenniss with all in favor the motion passed unanimously.