



August 16, 2017 Visit Big Sky Board of Directors Meeting Minutes
Market Place Building – 33 Lone Peak Drive, #204 | Big Sky, MT 59716

Present: Ryan Hamilton, Tim Drain, , Glenniss Indreland (by phones until 9:10), Steven Rager, Krista Traxler, Ennion Williams, Crystal Snook
Absent: Dan Martin, Julie Grimm-Lisk
Staff Present: Candace Carr Strauss, Lori Wetzel
Guest Present: Shawna Winter

Call to order: 8:37 am

Public Comment: None

ACTION ITEMS

Approval of Minutes

Tim Drain

- Tim moved to approve the July minutes which was seconded by Steven. With all in favor, the motion passed unanimously.

Approval of June Financials

Tim Drain

- Krista Traxler moved to approve the July financials which was seconded by Steven Rager. With all in favor, the motion passed unanimously.
- It was decided to change the allocation of funds for the website redesign. Originally the project was to come out of the CVB budget, however it was discovered that the state does not allow the organization to depreciate the website as an asset, but instead expense it. Based on our auditor's recommendation, the project was moved to the VBS budget, which will allow for the website to be depreciated.

OLD BUSINESS

FY 18 VBS Members List – Updated

Ryan Hamilton

- All members updated their contact information.

Tourism Master Planning Process – Selection of Agency

Candace Strauss

- The VBS Board had the opportunity to review the proposals provided by both Destination THINK! and InterVISTAS, references were called for each, and sample tourism master plans developed for other clients were submitted for further review. Recognizing that this is a big next step in the evolution of Big Sky as a destination, the Board recognizes the need for it to be actively involved in guiding the process, ultimately holding the selected agency responsible for the desired deliverable.
- Candace expressed the need to change the vocabulary, mindset, and measurable KPIs around Big Sky destination management and felt that Destination THINK! was more ideally suited to help us in doing so.
- Ryan moved to engage Destination THINK! to provide Tourism Master Planning services to VBS which was seconded by Tim. With all in favor, the motion passed unanimously.

Visitbigskymt.com Website Re-design Committee – Kick-off Call

Candace Strauss

- Tempest, the website re-design agency will be in market in October to launch the project. They will look to schedule time with the Board in the months ahead.
- Mobimanager
 - \$4,200 annually for the 1st kiosk and \$1,200 per year for the 2nd totaling \$5,400; Investigate the opportunity to leverage the return of the kiosks to potentially expand app functionality (i.e. Trails or Skyline transit schedules).
 - Big Sky on the Go app is an additional \$4,050 per year; Analytics are to be provided for the next Board meeting.
- Crowdriff
 - User-generated content platform with rights management for photos from social media channels. Starts at \$12,000 up to \$18,000. Separate line item in CVB budget for content.
 - All the board was in favor of using Crowdriff. Krista requested an exploration of reduction in price.

The Corner Property – Joint Chamber/Big Sky Gateway Foundation/ VBS Committee | Resort Tax Board Meeting

Ryan Hamilton

- The three entities continue to discuss the pursuit of The Corner Property with the ultimate land “owner” being the Big Sky Gateway Foundation with the Chamber renting offices and along with VBS running the Visitor Information Center.

Air Transportation Marketing Committee

Krista Traxler/Candace Strauss

- There was discussion regarding VBS’ past involvement with the Air Transportation Marketing Committee and the \$50,000 pledged to participate for FY16 & FY17 made back in April 2015. No payment was ever made and in looking at the FY18 budget which was approved for July 1st new fiscal year, there are no discretionary funds to cover such an outstanding balance. Yellowstone Country and Bozeman CVB stepped up their contributions in FY17 to cover the VBS shortfall, however the account has a remaining balance of \$200,000 moving into FY18 so the question remains as to what was collected and from whom, how much was actually spent, what campaigns resulted, and metrics for each one. The request for this information will be made to the Air Transportation Marketing Committee. The Air Transportation Marketing Committee will allow VBS to once again participate, but simply seeks resolution of the past fiscal years’ situation. Moving forward, VBS will look to allocate funds on an annual basis like Yellowstone Country since it is an allocation from MT Lodging tax revenues via the CVB.
- Ryan motioned to forfeit paying the past due balance of \$50,000 from FY16 and FY17 which was seconded by Tim. With all in favor, the motion passed unanimously.
- Steve motioned to allocate \$37,500 from FY18 for a one-year commitment rather than a two-year commitment at \$70,000 which was seconded by Crystal. Ryan opposed, but the motion passed.

New Business

Visitbigsky.com and Mountain Outlaw Opportunity

Ryan Hamilton/ Candace Strauss

- A conversation was had with Eric Ladd about the possibility of acquiring VisitBigSky.com from Outlaw in conjunction with a marketing opportunity in the November issue of Mountain Outlaw magazine. More details to follow next month.

Town Center Mobile Vending & TCOA Marketing Meetings

Ryan Hamilton

- 2017 Winter Promotion – Thursday Night

- Working on building Thursday night programming in Town Center for the winter to parallel summer Farmers' Market and Music in the Mountains.
- Will test a once monthly program for October, November, and December and hope to grow to once a week eventually.
- Vacation Property Renters
 - Local VRBOs are strongly encouraging their guests to shop local.
 - Ennion said that most of his renters rent cars as well and that he encourages them to shop online with the Hungry Moose to have groceries in their units upon arrival.
 - Brainstormed ways to further incentivize guests coming to stay in Big Sky to shop local.

STAFF REPORTS

Marketing Update

Candace Strauss

CEO Report

Candace Strauss

- Candace presented the Final Draft of the Big Sky Transportation Study, which is available on the Chamber's website as well. Currently the report is moving through the process on a county level with both Gallatin and Madison County to be adopted as part of their growth plans. MDT has also reviewed it and their comments have been addressed in the Final Draft. In parallel, the Chamber may look to pursue change in designation of the route if it would allow greater access to public funding currently unavailable.
- The RFP for an Affordable Workforce Housing Action Plan has been issued; proposals are due by August 23rd; a copy of it is available on the Chamber's website. Work on a Down payment Assistance Program is underway.
- The Big Sky Sustainable Water Solutions Forum is presenting to the Big Sky Chamber at its September Board meeting and continues to actively solicit community engagement in addition to continuing its Stakeholder process.
- Caitlin Lundin, new Marketing & Visitor Services Manager will start Monday, August 28th.

Other Non-Agenda Items

Candace Strauss

- Light-pole banner photograph: a photographer has contacted VBS seeking payment of \$2,300 for what he claims is the "unauthorized use" of his photograph on one of the light pole banners on MT Hwy 64. Currently staff is researching how photograph/authorization was originally received, but solicited input from the Board that might shed light on the situation.
- Inntopia has a new RBO technology product to launch in Q4 2017; link between municipalities looking for tax compliance from RBOs and destination management organizations looking for overall market data on lodging/accommodations. Webinars will be available in the future for viewing as it is rolled out to the current customer base.

Adjourn

- A motion to adjourn the meeting was made by Krista Traxler and seconded by Steven Rager. The meeting adjourned at 11:05am.

Respectfully submitted,

Caitlin Lundin, Marketing & Visitor Services Manager

Filename: VBS_MINUTES 08.16.17.docx
Directory: /Users/VBSMarketing/Library/Containers/com.microsoft.Word/Data/Documents
Template: /Users/VBSMarketing/Library/Group Containers/UBF8T346G9.Office/User Content.localized/Templates.localized/Normal.dotm
Title:
Subject:
Author: Alex Mansfield
Keywords:
Comments:
Creation Date: 9/28/18 3:39:00 PM
Change Number: 2
Last Saved On: 9/28/18 3:39:00 PM
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Last Printed On: 9/28/18 3:39:00 PM
As of Last Complete Printing
Number of Pages: 3
Number of Words: 1,282
Number of Characters: 28,376 (approx.)