



January 25, 2018 Visit Big Sky Board of Directors Meeting Minutes

Big Sky Chamber of Commerce – 55 Lone Mountain Trail | Big Sky, MT 59716

Present: Ryan Hamilton, Tim Drain, Steven Rager, Glenniss Indreland, Ennion Williams, Crystal Snook, Julie Grimm-Lisk (via phone for first half)
Absent: Dan Martin, Krista Traxler
Staff Present: Candace Carr Strauss, Caitlin Lundin, Heather Gottschalk
Public: David Madison

Call to order: 8:34 am

Public Comment: David Madison from the Lone Peak Lookout introduced himself and discussed his interest in the work of the board.

ACTION ITEMS

Approval of Minutes

Tim Drain

- Tim Drain moved to approve the December minutes which was seconded by Crystal Snook. With all in favor, the motion passed unanimously.

Approval of Financials

Tim Drain

- Tim Drain motioned to approve the December financials. With a discussion about the various buckets of money and how they relate to admin expenses, Glenniss Indreland seconded. With all in favor, the motion passed unanimously.

OLD BUSINESS

Visitbigskymt.com Website Re-design Process – Big Sky Style Guide Comments

Candace/Heather

- We've approved the style guide with Tempest. We feel that the colors will help us stand apart from other DMOs with similar recreational offerings.
- The structure of the website is still being worked on. Caitlin and Heather will engage in backend training at the end of the week to work on event calendar integration, email campaigns and consumer/trade show leads tracking.
- The team is a little concerned about hitting the April deadline, but we are pushing them hard to make it.

Tourism Master Planning Process – Next Step

Ryan/Candace

- Destination Think! gathers its data on our destination by using an impartial third party staff person to look at the way many of our businesses present themselves on social media channels and the other ways in which they engage with people. This is to help identify gaps in our market and address the ways in which we can strengthen them. The point is not to shame stakeholders in our market.

- There were no real surprises in the findings, but the idea that we need to keep Big Sky a secret repeatedly came up. How do we as an organization work to combat that idea. The hope is that by making this a very public process, that we can keep the public involved and give them ownership of the process.

Air Transportation Marketing Committee – Update

Glenniss/Candace

- No new analytics have been provided by Mammoth on the Far. From. Ordinary. marketing campaign since last month's meeting. Anecdotaly, Candace has spoken to many people who have seen the marketing in their travels, so it is out there and having impact.
- Reports from Hoffman York indicate that traffic from the Dallas market (indicated with pixel tracking) is way down.
- The Bozeman Airport broke their passenger record for the 8th consecutive year with nearly 1.2 million passengers served in 2017. They are planning to build a new parking structure to accommodate the increase. We have discussed the idea of putting some of our advertising on the building, but the airport is not ready for that discussion yet.

Resort Tax Board Resolution Request: CVB Fiscal Sponsorship – Update

Candace

- The Resort Tax Board passed the resolution to move the fiscal sponsorship of the CVB from the Chamber to VBS. Barb Sanem from the state and Lori Wetzel from the Chamber were integral pieces of getting this process completed before the end of 2017 with a close out audit, as well as new bank accounts needed.
- A motion was needed to approve an Amended FY18 VBS Budget transferring all tourism-related budget revenue and expenses from the Chamber budget to the VBS budget. Ennion Williams motioned to approve the added items to the budget which was seconded by Steven Rager. With a quick discussion on the formatting of the budget, all were in favor and the motion passed unanimously.
- The VBS Board (or members) would like to meet with the 3 Resort Tax Board members who will be staying on the board to educate them on the new budget and goals of the combined VBS/CVB organization, and the distinction of the organization from that of the Big Sky Chamber.
- Crystal recommended that as an organization that is so dependent on Resort Tax dollars, that we be vocal about our opinion on the board elections so that the community is aware. We should also be encouraging strong community members to run for Resort Tax so that it is an actual election with choices rather than 2 open spots with only 2 candidates.

8b. VBS Membership & Annual Meeting Discussion

- With the dissolution of Biggest Skiing in America we are out of compliance with having a VBS membership. Several ideas were discussed with regards to a new membership model. Can we funnel the Air Development Marketing Committee funds through VBS to show that we have private funds already being earmarked to market the destination anyway? Can VBS' DesiMetrics lodging partners constitute our membership? Can we have a membership that is an add on to current Big Sky Chamber of Commerce membership?
- We do not want to tax the already small business community with having them have to purchase an additional membership or not get any visibility from our organization if they chose not to be a member. We are a destination marketing organization and are here to market the destination not just certain businesses. We can create co-op marketing opportunities outside of membership to provide additional visibility to those companies willing to bring marketing dollars to programs. Additionally, having the membership be an add-on of the Chamber membership muddies the stories of the two entities and makes VBS seem secondary to the Chamber rather than its own organization with its own purpose.
- Steven brought up the idea that lodging partners will always be a part of the destination and that Air-Marketing can come and go. They are also bigger players in the outside marketing game.
- Ennion Williams motioned to have the DesiMetrics participants and other lodging partners create the VBS membership with the ability of other outside entities to join if they're interested. Initially, however, the

membership will be compromised of the DesiMetrics lodging partners. This was seconded by Steven Rager. With all in favor, the motion passed unanimously.

2018 International Travel Trade Shows – Go West (Jan), RMI (April), and IPW (May)

Candace

- Candace had 32 appointments while in Salt Lake City where she collected various leads. She brought a one sheet for our destination and collected many in return for inspiration.
- GoWest Summit, a conference for the Western States, has never been hosted in Montana. Candace is working on figuring out how Big Sky could possibly play host in the future.
- While there, Candace met with the owners of an inn outside of Zion and Bryce National Parks. They donate a dollar per night per room to them in support of these amazing assets. Knowing that the lodging community already takes a brunt of supporting the Big Sky community, how can we integrate an idea like this in to Big Sky after hearing through the DNA Study about how balance and preservation are key messages. We need to correlate the conservation and quality of the destination in the future with current consumption, economic sustainability and growth.

New Business

Montana Chamber Business Days at The Capitol (Jan 10-11) - Recap

Candace

- There seemed to be a misunderstanding in general on the economic impact of Tourism in Montana and how they contribute to the infrastructure challenges the state faces. Being one of the ten resort tax communities in Montana, we feel strongly that tourists help to support infrastructure here.
- Glenniss and Ryan would like to increase our organization's funding for Voices of Montana Tourism which is an educational program to include \$500 from VBS and \$500 from CVB.

STAFF REPORTS

CEO Report

Candace

Chamber of Commerce Update

- The Chamber is under going their own strategic planning effort. Dan Clark from the MSU Extension Local Government Center is working with the Chamber to identify the tools available to the community to better manage our relationship with our governing bodies, meaning the two counties.
- The Chamber has also engaged the county commissioners in the dialogue and they are happy to be a part of the community coming together for this important discussion.
- If the Chamber establishes a community organization to discuss the issues facing the community, it will take some of the infrastructure pressures off of the Chamber. Currently, the Chamber is spearheading the joint county commission meetings that take place twice a year (April/November). These meetings help illuminate that there are many more tools available to the Chamber than previously thought, which is exciting.

Housing

- The Housing Study is complete, but it is uncertain when the data will be released to the public. Candace will report back once a date has been announced as to when that information will be made public.

Governor's Conference on Tourism and Recreation

- We have the opportunity to sponsor the reception prior to the Awards Dinner. We budgeted for this and will have a photo opportunity. We want to share the fun and accessibility that Big Sky has to offer with all of our tourism stakeholders from throughout the state.

Non-Agenda Items

Marketing Update

- We're happy with our increase in engagement and followership on all social platforms.
- We do not have great analytics for our website but are working to sort through the mess to get the clear picture we need of website visitation. It will be important to compare to our new website when it is launched in the spring.
- Glenniss recommended that it would be valuable to have a report of all the marketing plans we have in place and an example of our top performers in social media over the past month.
- We are currently working with Roots Rated, Visit USA Parks, two co-ops with Yellowstone Country and MOTBD, as well as Tripadvisor. We are also working on getting more high-quality photographs with local photographers and some video through a partnership with the MOTBD. Powder Magazine did a great vignette of Big Sky and we have reached out to get rights to the footage. In the future, it'd be great to get the conversation started with the state beforehand so that we could have say in the process and obtain rights for use of the product created on our destination.

Adjourn

- A motion to Adjourn was made by
- The meeting adjourned at 10:40am.

Respectfully submitted,

Caitlin Lundin, Marketing and Visitor Services Manager