

# VISIT BIG SKY

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## January 17, 2020 *Visit Big Sky Board of Directors Meeting Minutes* Lone Mountain Land Company Conference Room

**Present:** Tim Drain, Julie Grimm-Lisk, Justin Bain, Andy Wirth, Dan Martin, Krista Traxler, Kirsten King, Josh Treasure, Ryan Hamilton

**Call-In:**

**Absent:** Ryan Kunz

**Staff Present:** Candace Carr Strauss, Emilie McGee, Paige Desatoff, and Lori Wetzel

**Public:** Sam Brooks – Outlaw Partners, Mike Somerby – Explore Big Sky, Paige Hammelman – Roxy’s, Glenniss Indreland – Tourism Advisory Council

**Call to Order:** 8:37 am

### **PUBLIC COMMENT**

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All public attendees introduced themselves to the board. No other public comment was made.

### **ACTION ITEMS**

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#### **Approval of Minutes**

- The approval of the November minutes was tabled until the March board meeting.

#### **Approval of Financials**

- A motion to approve the December financials was made by Tim Drain, with a second by Josh Treasure. It was shared that MOTBD had just alerted VBS of additional funding for FY20 based on collections coming in higher than projections. Projects for these monies are being identified and will be discussed at the next Marketing Committee meeting. With no further discussion, the motion passed unanimously.

### **NEW BUSINESS**

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#### **VBS Board Operations & Administration**

##### **Working February FY21 Budget Meeting | April – FY21 Budget Approval**

- The following board members volunteered participate on the FY21 Budget Planning Committee: Josh Treasure, Kirsten King, Andy Wirth, Kirsta Traxler, Tim Drain, and Justin Bain. A meeting was set for Thursday, February 13<sup>th</sup> from 8 – 10 am.

#### **PROMOTE the Destination**

##### **Reauthorization of Brand USA**

- Brand USA has been officially reauthorized for the next ten years. This is a BIG win for the U.S. Travel Association and for international in-bound travel to the U.S.

#### **VBS Marketing Committee – Agency Presentations Discussion**

- An overview of the three marketing agencies who made pitches to the VBS Marketing Committee for a summer 2020 marketing campaign was provided. A list of 10 potential agencies was curated and vetted with official pitches sought from three: Orange 142, Platypus and Cult Marketing. A discussion ensued around the continuation of agency support on a project basis versus the idea of re-establishing an Agency of Record relationship. FUSE Ideas out of Boston was the AOR for VBS with that contract ending in 2017.
- Following, a conversation ensued on the current visitbigsky.com website and if a portion of the budgeted \$235,000 campaign funds could be dedicated to either upgrading it or to building an

# VISIT BIG SKY

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entirely new website. A google document will be put together for all board members to provide edits/improvements to the current website. A conference call is set for Friday, January 31<sup>st</sup> to discuss and to make recommendations on how best to move forward.

## **U.S. Travel National Plan for Vacation Day – January 28<sup>th</sup> / Early Summer in Yellowstone Lodging Promo**

- January 28<sup>th</sup> is the U.S. Travel National Plan for Vacation Day. VBS has reached out to all lodging partners to offer early season lodging promotions for the first two weeks of June. Marketing efforts for the promotion will include a full-page ad in *Explore Big Sky*, an email marketing campaign to National Park media and OVG leads, and a curated selection of targeted social media ads.

## **NEW Collateral: Winter Banners, Town Center/Meadow Village Boards, Official Tear-off Maps, e-Dining Guide; In-Process: BZN Airport Signage, The Corner Property Signage**

- A review of all new marketing collateral that completed and currently still in production was given. The board will be looked to give comments and approval of the Bozeman Airport parking garage wooden sign, in addition to The Corner Property signage prior to it being produced.

## **OLD BUSINESS**

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### **VBS Board Operations & Administration**

#### **The Corner Property Lease Discussion**

- The new proposed monthly rent for TCP is \$5,500/month . A Big Sky Chamber Board representative, Greg Lisk has a lease discussion meeting on Wednesday, January 21<sup>st</sup> at 1 pm at the Gallatin Riverhouse with Chris Leonard, the landlord’s representative. Justin Bain will attend on behalf of the VBS Board.
- There are four concrete options for office space/lease options moving forward. The first is to stay at The Corner Property (current location), and agree to the new lease terms starting July 1, 2020 for the proposed rate of \$5,500/month. The second option is the LMLCo building in Westfork Meadows. Rent in this space would be \$5,200/month for a 1-3 year lease, with the potential of first right of refusal to purchase should it go up for sale (no guarantee). A third option is to purchase the former Biggerstaff building in Meadow Village. And the fourth and final option would be to separate out the visitor services needs from the business offices, and have the visitor center operate either out of the Big Sky Discovery Center (below the LMLC offices) and/or purchase a mobile kiosk for seasonal guest servicing which would open up other commercial space options for office rental.

### **DEVELOP the Destination**

#### **Summer '19 Research – Received | Board Presentation from Destination Analysts**

- The final report for the Summer 2019 visitor intercept survey from Destination Analysts was received. A full presentation on the report will be given by the DA team on Friday, January 24<sup>th</sup> via conference call. The full report will be shared with the board along with a recording of the presentation for those who can’t participate.

#### **Truly360 – Google Program Update**

- The Truly 360 project has concluded. All streetview, hiking drone tours and golf course drone shots have been uploaded to Google. Over the next few weeks Google will start to recognize the new streetview footage and serve it up to users over old footage. Google Satellite view is a separate

# VISIT BIG SKY

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division than StreetView. Numerous requests to get our 2014 imagery updated have come in to Candace about this. She is working via her U.S. Travel Board Google contact to see how we go about getting this done.

## **PROMOTE the Destination**

### **VBS Marketing Committee Update**

- The VBS Marketing Committee update was already given with the marketing agency discussion.

### **VBS Events Committee Update – 2019 Big Sky Christmas Stroll Discussion**

- Based upon the number of committees that VBS is currently managing, and the outcome of the Big Sky Christmas Stroll this winter, VBS has decided to step back from any direct responsibility with the 2020 Christmas Stroll and is minimizing its roll in the overall events committee. The committee will now meet on a quarterly basis versus monthly to ensure VBS has all needed marketing information to support designated signature events which have the ability to drive overnight visitation.

### **#FlyBZN Air Development Marketing Committee Update**

- The Bozeman Airport just announced three new direct flights: Nashville via Allegiant Air, and Boston and JFK via Delta airlines. No other committee update was given.

## **LEAD the Destination**

### **Resort Tax/G9 Committee Meeting with Dan Clark (January 22<sup>nd</sup>) – *Our Big Sky Plan***

- The Resort Tax Board did not adopt the *Our Big Sky Community Plan*, but instead will use it to guide this year's FY21 Allocation process and for the foreseeable future to help it make funding decisions. The G9 group has evolved to become the Coordinating Council of Big Sky and will include up to 15 community members from identified Interest groups i.e. Economic Development/Tourism is the seat that Candace occupies, and she is to coordinate with all organizations working in this space.

### **Interim Committees, MT Chamber Business Days at the Capitol, Legislative Week**

- Candace along with Scott Johnson, Danny Bierschwale and Hans Williamson attended the Montana Chamber Business Days at the Capitol to meet with legislators in Helena, MT. This event facilitates relationship building between Big Sky community leaders and our representatives outside of Legislative Session so invaluable in that regard.

## **STEWARD the Destination**

### **MT2030 GHG Cohort Kick-off; Steele Reese Foundation LOI**

- VBS has convened the Big Sky Cohort and our account in ClearPath is set up for our community to begin the process of calculating our carbon footprint. An opportunity was brought to us by ICLEI, the organization working with us on the GHG from the Steele-Reese Foundation however they do not fund studies only projects addressing climate change. We will keep this funding source in mind for once we have completed our planning efforts.

### **Energy meeting in Helena, MT (TODAY, January 17<sup>th</sup>)**

- Separately from MT2030, a group has formed around energy / sustainability and is meeting in Helena to review the first-of-its-kind legislation that passed in Utah with the utility and municipalities. Candace holds a seat representing Big Sky along with Kryn Dykema with Big Sky Resort and Bayard Dominick with LMLCo.

# VISIT BIG SKY

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## **VBS Sustainability Committee – Update**

- Josh Treasure gave an update as to new committee members and the actionable items that have come from the Committee thus far. Parker Altman has purchased a glass crusher and will be using this to assist with some construction projects. The Hungry Moose has added composting receptacles and may potentially add a larger one outside that could be available for public use. The committee sent in a Letter of Inquiry for a grant through the Steele Reese Foundation, unfortunately the letter was denied due to the committee not having a master plan. The committee will look to reapply after creating said master plan. Explore Big Sky has offered free advertising to this committee should they feel its needed.

## **STAFF REPORTS**

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### **CEO/Staff Report**

- All topics had been discussed during the meeting, and no CEO or staff reports were necessary.

### **OTHER NON-AGENDA ITEMS**

- A discussion about LMLCo's BigSkyLife app/Instagram account was had with talk of how to leverage those assets possibly for VBS. The conversation will continue within the VBS Marketing Committee.

### **EXECUTIVE SESSION**

- At 10:31 am, Tim Drain made a motion to go into Executive Session, with a second by Andy Wirth.
- At 11:30 am, Tim Drain made a motion to come out of Executive Session, with a second by Josh Treasure.

### **ADJORN**

- Andy Wirth made a motion to adjourn, with a second by Kirsten King. The motion was unanimous and the meeting adjourned at 11:31 am.