



Board of Directors' Regular Meeting Agenda
Thursday, April 25, 2019 | 8:30 am
Big Sky Market Place Building, 2nd Floor Conference Room

Our Mission: Visit Big Sky, as the community's official destination management and marketing organization, leads the development and marketing of authentic tourism experiences, through research and stakeholder collaboration to grow Big Sky's economy while balancing the need to sustain quality of life for its residents.

- I. Call to Order Regular Public Meeting Ryan H
- II. Public Comment
- III. Review and Approval of March Minutes* Tim
- IV. Finance Committee Report – Approval of March Financials* Tim

- V. NEW BUSINESS
 - A. VBS Board Operations & Administration
 - 1. FY20 Funding Submissions Requiring VBS Board Approval
 - a. Resort Tax FY20 Application and PROPOSED Budget* Tim/Candace/Lori
 - Mon, June 3 Q&A (Questions provided in advance around May 24th)
 - Week of June 3 Letters of Support Campaign
 - Mon, June 10 FY20 Allocations
 - b. TAC Marketing Plan and PROPOSED Budget * Tim/Candace/Lori
 - B. DEVELOP the Destination
 - C. PROMOTE the Destination
 - 1. NEW – 2019/2020 Official Visitors Guide Emilie
 - 2. visitbigsky.com Update – Wild Blue | Rad Smith Illustrations Emilie
 - 3. Summer '19 Marketing Campaign Emilie/Candace
 - a. DT!, MOTBD/HY & Yellowstone Country Warm Season Joint Ventures Emilie
 - D. LEAD the Destination
 - 1. VBS Board/Staff Letter to the Editor follow up; JHMR and Aspen announcements Ryan H
 - VI. OLD BUSINESS
 - A. VBS Board Operations & Administration
 - 1. On-going Project Updates
 - a. SB 241 | Our Big Sky Community Visioning Process Ryan H/Candace
 - b. The Corner Property Renovation Ryan H
 - 2. VBS Board Committee Reports Various
 - a. Marketing – Krista Traxler
 - b. Events – Ryan Kunz | Event Funding Policy Discussion
 - c. Development of the Destination – Julie Grimm-Lisk
 - d. Funding – Justin Bain
 - e. Sustainability Candace
 - B. DestiMetrics – FY20 Contract Renewal (3 Year) Candace
 - C. Staff Reports Candace/Emilie
 - D. Other Non-Agenda Items
 - E. Adjourn

NEXT BOARD MEETING: Thursday, May 9, 2019 | 9:00 AM
Horn & Cattle | Lone Mountain Ranch (Board pictures will be taken)

Upcoming Important Events:

- | Yellowstone National Park West Entrance Opens to vehicular traffic
- April 28 – May 1 | International Round-Up – Spearfish, SD
- May 5 – 11 | U.S. Travel Association’s National Travel and Tourism Week
- May 9 | VBS Board Meeting 9 – 10:30 am followed by the 2nd Annual VBS Marketing Outlook Luncheon | 11 am – 1 pm @ Horn and Cattle | Lone Mountain Ranch
- May 29 | Memorial Day
- June 2 – 6 | U.S. Travel Association’s IPW – Anaheim, CA
- June 7 | Big Sky Resort Opening Day