



Board of Directors' Regular Meeting Agenda

Thursday, May 9, 2019 | 9:00 am

Horn and Cattle Saloon, Lone Mountain Ranch

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 *April Minutes** Tim
- IV. Finance Committee Report – Approval of April Financials* Tim

- V. NEW BUSINESS
 - A. VBS Board Operations & Administration
 - 1. FY20 Resort Tax App – Letters and In-person Show of Support Ryan
 - 2. FY20 Board Nominations, Elections and Officers; NEW Staff Ryan/Tim
 - 3. VBS Membership per IRS Candace
 - B. DEVELOP the Destination
 - 1. Visit Big Sky and Destination West Yellowstone 2019 Host Week Julie/Tim/Emilie
 - 2. Summer '19 Research – Destination Analysts Candace
 - C. PROMOTE the Destination – Details at Marketing Outlook Luncheon to follow
 - 1. NEW – 2019/2020 Official Visitors Guide Emilie
 - 2. IMPROVED visitbigsky.com – Wild Blue | Rad Smith Illustrations – Map Emilie
 - 3. Summer '19 Marketing Campaign Emilie/Candace
 - a. DT!, MOTBD/HY & Yellowstone Country Warm Season Joint Ventures
 - D. LEAD the Destination
 - 1. U.S. Travel Association's #NTTW19 – #Travel Matters; Destination Capitol Hill Candace

- 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. DestiMetrics – FY20 Contract Renewal (3 Year) Candace/Katie Barnes

 - C. Staff Reports Candace/Emilie
 - D. Other Non-Agenda Items
 - E. Adjourn

NEXT BOARD MEETING: Thursday, July 18, 2019 | 8:30 AM

VBS Offices | Big Sky & Greater Yellowstone Visitor Information Center

Upcoming Important Events:

- May 5 – 11 | U.S. Travel Association's National Travel and Tourism Week - TRAVELMATTERS
- May 29 | Memorial Day
- May 30 | Vendor Day @ Big Sky Resort
- June 1 – 9 | Visit Big Sky and Destination West Yellowstone 2019 Host Week
- June 2 – 6 | U.S. Travel Association's IPW – Anaheim, CA

- June 3 | Resort Tax FY20 Q&A – 1 pm, Warren Miller Performing Arts Center
- June 5 | Big Sky Farmers Market Kicks Off
- June 7 | Big Sky Resort Opening Day
- June 10 | Resort Tax FY20 Allocations – 6 pm, Warren Miller Performing Arts Center
- June 20 | Music in the Mountains Kicks Off
- June 21 | The Wilson Residence Inn by Marriott - Grand Opening Party, 4-8 pm
- June 25 | Big Sky Chamber Black Diamond Awards Dinner, The Wilson – 5:30 pm
- June 28 – 30 | Gallatin River Festival – Gallatin River Task Force