



Board of Directors' Regular Meeting Agenda
Thursday, July 11, 2019 | 8:30 am
VBS Offices | Big Sky & Greater Yellowstone
Visitor Information Center

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 Tim
- II. Public Comment
- III. Review and Approval of April & May Minutes* Ryan K
- IV. Finance Committee Report – Approval of June Financials* Ryan K

- V. NEW BUSINESS
 - A. VBS Board Operations & Administration Tim/Ryan K
 - 1. FY20 VBS Board Officers, Appointments, and Elections; NEW Staff Tim/Ryan H/Ryan K/Dan
 - 2. NEW Fiscal Year – REVISED FY20 Budget for Board Approval
 - a. FY20 Budget Adjustments due to Allocation of \$500,000 vs Requested \$778,065; Total Reduction of (\$278,065)
 - i. TEAM Big Sky: People & Place – Reduction of (\$65)
 - ii. PROMOTE the Destination – Reduction of (\$226,000)
 - iii. DEVELOP the Destination – Reduction of (\$50,000)
 - iv. LEAD the Tourism Industry/Destination – Reduction of (\$2,000)

 - B. VBS – Operations & Administration Tim/Candace
 - 1. Grand Re-Opening of Big Sky & Greater Yellowstone VIC
 - 2. Staffing: VIC Travel Counsellors – YC \$9,000 Grant Returned | (2) NEW Additions to VBS
 - 3. Big Sky Chamber – SEEKING Director of Membership Sales

 - C. DEVELOP the Destination
 - 1. Truly360 – Google program Candace

 - D. PROMOTE the Destination
 - 1. Summer '19 Summary (OVG, website, map, digital campaigns, print, email) Candace
 - 2. #FlyBZN Air Development Marketing Committee Update Annie Pinkert

 - E. LEAD the Destination Candace
 - 1. Resort Tax – Community Strategic Visioning, Ordinance Overhaul (alcohol / tobacco “sin tax”), SB 241, Board Member Appointment/Elections (May)
 - 2. Interim between 66th-67th Montana Legislative Session
 - a. HJ35 – Study of State and Local Tax Policy
 - b. SJ24 – Study of 22.5% of MT Lodging Facility Use Tax dispersed to Regions/CVBs

- VI. OLD BUSINESS
 - A. VBS Board Operations & Administration
 - 1. On-going Project Updates
 - a. Our Big Sky Community Visioning Process Tim/Candace
 - B. DestiMetrics – 1st Reports following FY20 Contract Renewal – Retail Report Tim/Ryan K

C. Destination Analysts Summer '19 Research – Visitor Intercept Surveys
(July 10-14 | Aug 21-25)

Candace

D. Staff Reports

Candace/Paige/Emily

E. Other Non-Agenda Items

F. Adjourn

NEXT BOARD MEETING: Thursday, September 19, 2019 | 8:30 AM
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Upcoming Important Events:

- July 10-14 | Destination Analysts Visitor Intercept Surveys
- July 19 | Grains, Grog, and Grub @ Crail Ranch | 5:30-7:30pm
- July 19 | Big Sky Community Rodeo | 7pm
- July 25-27 | Outlaw Partners Big Sky PBR
- Aug 14-18 | Big Sky Resort's Vine & Dine
- Aug 16-17 | Moonlight Musicfest
- Aug 21-25 | Destination Analysts Visitor Intercept Surveys
- Aug 24-25 | Big Sky Biggie
- Aug 29 – Sept 2 | Taste of Lone Mountain Ranch
- Sept 11-14 | TBEX North America 2019 in Billings, MT

IF UNABLE TO ATTEND THE MEETING IN PERSON, YOU CAN CALL IN:

Dial-in: (605) 475-4700 | Access Code: 166829