

# VISIT BIG SKY

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## Board of Directors' Regular Meeting Agenda

Thursday, July 19, 2018 | 8:30 am

VBS Offices / Big Sky & Greater Yellowstone Visitor Information Center

***Our Mission:** Visit Big Sky, as the community's official destination marketing and management 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
- II. Public Comment
- III. Review and Approval of May Minutes\* Tim
  
- IV. Finance Committee Report – Approval of May/June Financials Tim
  - A. BSRAD Resort Tax FY18 Allocation – Approx. \$60,000 Unrequested Candace
  - B. BSRAD Resort Tax FY19 Allocations – AMENDED FY18 Budget Approval\* Ryan/Candace
  
- V. OLD BUSINESS
  - A. VBS 1<sup>st</sup> Annual Marketing Outlook Luncheon & Members' Meeting Ryan/Caitlin  
SAVE-THE-DATE: Thursday, May 22, 2019
  - B. VBS Board Operations & Admin Tim/Ryan/Dan
    - 1. Appointments & Elections\*
    - 2. Committees
      - a. Development of the Destination – “Mind the Gap”/Sustainability
      - b. Promotion of the Destination – Marketing & Events
      - c. Leader of the Tourism Collective – Corporate Communications/Funding
  - C. Big Sky Gateway Foundation Discussion Ryan/Candace
  
- VI. NEW BUSINESS
  - A. DEVELOP the Destination
    - 1. Expansion of Host Week to Destination-wide Hospitality Program Candace/Caitlin
  
  - B. PROMOTE the Destination
    - 1. Air Development Marketing Committee Krista/Candace
    - 2. Summer Consumer Marketing Campaign Candace/Emilie
    - 3. Trade Marketing Candace
  
  - C. LEAD the Destination
    - 1. DestiMetrics – FY19 Contract Renewal (3 Year)/NEW Guest Profiler Report?
    - 2. MLHA Annual Tourism Conference & Trade Show – Oct 22-24 | Butte, MT
  
- VII. Staff Reports Candace/Caitlin/Emilie
- VIII. Other Non-Agenda Items
- IX. Adjourn

**NEXT BOARD MEETING: Thursday, September 20, 2018 | 8:30 AM**

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## Upcoming Important Events:

- Sat, July 21 | Big Sky Brewfest @ Big Sky Resort | 4:00-8:00pm
- Wed-Sat, July 25-28 | Big Sky PBR
- Tues, Jul 31 | Shakespeare in the Park | 5:30-7:30pm
- Fri-Sun, Aug 10-12 | Big Sky Classical Music Festival | 7:30pm
- Thur-Sat, Aug 16-19 | Vine & Dine @ Big Sky Resort
- Fri-Sat, Aug 17-18 | Moonlight MusicFest
- Sat-Sun, Aug 25-26 | Big Sky Biggie
- Sun-Tues, Sept 14-16 | Arts Council of Big Sky Mountain Film on Tour

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