

# VISIT BIG SKY

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## Board of Directors' Regular Meeting Agenda Tuesday, September 18, 2018 | 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 Ryan
- II. Public Comment
- III. Review and Approval of July Minutes\* Tim
- IV. Finance Committee Report – Approval of August Financials\* Tim
  
- V. OLD BUSINESS
  - A. VBS Board Operations and Admin
    - 1. Committees – Chairs' Meeting
      - a. Marketing – Krista Traxler
      - b. Events – Ryan Kunz
      - c. Experience Development – Julie Grimm-Lisk
      - d. Funding – Mike Parker
      - e. Sustainability – Mountain IDEAL: Community-wide
    - 2. HR: Management Agreement with Big Sky Chamber, Employee Handbook, Job Descriptions, Performance Evaluations, etc.\*
    - 3. Membership Definition in By-Laws
  - B. Big Sky Gateway Foundation Discussion – Engagement Letter\* Ryan/Candace  
(Trister, Ross, Schadler & Gold)
  
- VI. NEW BUSINESS
  - A. DEVELOP the Destination
    - 1. Montage Big Sky at Spanish Peaks | The Wilson Update Justin/Krista/Candace
    - 2. Destination Analysts Research
  
  - B. PROMOTE the Destination
    - 1. Air Development Marketing Committee Krista/Candace
    - 3. Visitbigsky.com Candace/Emilie
    - 4. Agency Information Gathering Candace
  
  - C. LEAD the Destination
    - 1. DestiMetrics – FY19 Contract Renewal (3 Year)/NEW Guest Profiler Report Candace
  
- VII. Staff Reports Candace/Caitlin/Emilie
- VIII. Other Non-Agenda Items
- IX. Adjourn

**NEXT BOARD MEETING: Thursday, November 15, 2018 | 8:30 AM**

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## Upcoming Important Events:

- Tues, Sept 18 | Yellowstone Country Board Meeting at Beartooth Ranch | 2:00-5:00pm
- Thur, Sept 19 | Smart Meetings Southwest, Austin, TX
- Sun-Tues, Sept 23-25 | TAC Fall Meeting, Helena, MT
- Thur, Sept 27 | World Tourism Day Celebration with VBS Hike
- Fri, Sept 28 | Big Sky Resort CLOSING Day
- Sat, Sept 29 | National Public Lands Day – FREE Entrance to YNP
- Oct 16-18 | IMEX, Las Vegas, NV
- Oct 22-25 | MLHA Annual Conference, Butte, MT
- Oct, TBD | Big Sky Town Center Halloween Block Party
- Tues, Nov 13 | Yellowstone Country Board Meeting at TBD (Gallatin Co.) | 2:00-5:00pm