



**Board of Directors' Regular Meeting Agenda**  
**Thursday, September 19, 2019 | 8:30 am**  
VBS Offices | Big Sky & Greater Yellowstone  
Visitor Information Center

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**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 July Minutes\* Ryan
- IV. Finance Committee Report – Approval of July/August Financials\* and FY19 990\* Ryan K/Lori
  
- V. NEW BUSINESS
  - A. VBS Board Operations & Administration
    - 1. Board Orientation Packet & Welcome FY20 VBS Board Appointment – Josh Treasure Tim
  
  - B. NEW STEWARD the Destination
    - 1. Sustainability Committee – Charter, Chair, Committee Members Tim
    - 2. VBS Sustainability Lunch & Learn with Dr. Kim Langmaid (Fri, Oct 11<sup>th</sup> | 11am-1pm) @ Rainbow Ranch; Sponsorship Opportunity Tim
  
  - C. LEAD the Destination
    - 1. Funding Committee – Discussion of Revenue Sources, Future BHAGS Justin/Tim
    - 2. Corporate Communications: Press Release regarding Summer '19 Visitation Candace
  
- VI. OLD BUSINESS
  - A. DEVELOP the Destination
    - 1. Destination Analysts Summer '19 Research – Visitor Intercept Surveys UPDATE Emilie  
(July 10-14 | Aug 21-25)
    - 2. Truly360 – Google program UPDATE Emilie
  
  - B. PROMOTE the Destination
    - 1. VBS Marketing Committee Meeting – Budget Process, Organizational KPIs Tim/Krista/Ryan K
    - 2. RECAP: Summer '19 | Shoulder/Fall '19 Hunting Campaigns Emilie
    - 3. TBEX and FAM Trips – UPDATE Candace/Emilie
    - 4. #FlyBZN Air Development Marketing Committee/Montana Airlines Rendezvous Event – UPDATE Annie/Candace
  
  - C. LEAD the Destination
    - 1. Resort Tax – Community Strategic Visioning, Ordinance Overhaul, NEW Board Member Candace
    - 2. Interim between 66<sup>th</sup>-67<sup>th</sup> 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
  
- VII. Staff Reports Candace/Emilie/Paige/Emily
- VIII. Other Non-Agenda Items
- IX. Executive Session Tim
- X. Adjourn

**NEXT BOARD MEETING: Thursday, November 14, 2019 | 8:30 AM**

## VBS Offices | Big Sky & Greater Yellowstone Visitor Information Center

### Upcoming Important Events:

- Sept. 23 – Big Sky Resort Closes for Summer Season
- Sept. 27 – World Tourism Day
- Sept. 28 – National Public Lands Day
- Oct. 6-8 – TAC Meetings in Helena, MT
- Oct. 9-10 – Global Sustainable Tourism Council (GSTC) Sustainable Tourism Training Program @ Bridger Bowl, Bozeman
- Oct. 11 – Visit Big Sky Sustainability Lunch & Learn @ Rainbow Ranch Lodge, Big Sky | 11am-1pm
- Oct. 25-27 – Haunted Peaks Festival/Film Festival
- Oct. 31 – Halloween Town Center Trick or Treating Event at local businesses | 3-5 pm

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

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