



**Board of Directors' Regular Meeting Agenda**  
**Friday, January 17, 2020 | 8:30 am**  
**LMLC Offices – 2<sup>nd</sup> Floor Conference Room**

**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 November Minutes Ryan K
- IV. Finance Committee Report – Approval of December Financials Ryan K
  
- V. NEW BUSINESS
  - A. VBS Board Operations & Administration
    - 1. Subcommittee – February Working FY21 Budget Meeting | April – FY21 Budget Approval Tim
      - a. NEW FY21 Resort Tax Allocation Process & Electronic Application – TBD
  
  - B. PROMOTE the Destination
    - 1. Reauthorization of Brand USA Tim/Candace
    - 2. VBS Marketing Committee – Agency Presentations Discussion Tim/Krista
    - 3. U.S. Travel National Plan for Vacation Day – January 28<sup>th</sup> / Early Summer in Yellowstone Lodging Promotion Candace
    - 4. NEW Collateral: Winter Banners, Town Center/Meadow Village Boards, Tear-off Maps, e-Dining Guide, In process: *BZN Airport Signage, The Corner Property Signage* Candace/Emilie
  
- VI. OLD BUSINESS
  - A. VBS Board Operations & Administration
    - 1. The Corner Property Lease Tim
  
  - B. DEVELOP the Destination
    - 1. Summer '19 Research – Board Presentation Fri, Jan 24<sup>th</sup> by Destination Analysts Emilie
    - 2. Truly360 – Google Program Update Emilie
  
  - C. PROMOTE the Destination
    - 1. VBS Marketing Committee Update
    - 2. VBS Events Committee Update – 2019/20 Big Sky Christmas Stroll Discussion Tim/Candace
    - 3. #FlyBZN Air Development Marketing Committee Update Krista
  
  - D. LEAD the Destination
    - 1. Resort Tax/"G9" Committee Meeting with Dan Clark (January 22) – Our Big Sky Plan Candace
    - 2. Interim Committees, MT Chamber Business Days at the Capitol, Legislative Week Candace
  
  - E. STEWARD the Destination
    - 3. MT2030 GHG Cohort Kick-off; Steele Reese Foundation LOI Josh/Candace
    - 4. Energy Steering Committee Meeting in Helena, MT (TODAY, Jan 17<sup>th</sup>) Candace
    - 5. VBS Sustainability Committee – Update (Meeting TODAY, Jan 17<sup>th</sup>) Tim/Josh
  
- VII. Staff Reports Candace/Emilie/Paige/Emily
- VIII. Other Non-Agenda Items
- IX. Executive Session: VBS Executive Review Tim

X. Adjourn

**NEXT BOARD MEETING: Thursday, March 26, 2020 | 8:30 AM**  
**VBS Offices | Big Sky & Greater Yellowstone Visitor Information Center**

**Upcoming Important Events**

- January 18 | Sno Bar Weekend 1 @ Big Sky Resort
- January 20 | VBS Offices Closed – MLK Day
- January 25 | Sno Bar Weekend 2 @ Big Sky Resort
- January 25 | TedX Big Sky @ WMPAC
- January 28 | U.S. Travel National Plan for Vacation Day
- February 9-11 | Tourism Advisory Council (TAC) Meetings in Helena, MT
- February 17 | VBS Offices Closed – President’s Day Weekend
- March 7-8 | Best in the West Showdown, Skijoring @ Big Sky Town Center | 12 noon-3 pm

**IF UNABLE TO ATTEND THE MEETING IN PERSON,  
YOU CAN CALL/VIDEO CONFERENCE IN VIA:**

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