

VISIT BIG SKY

April 25, 2019 Visit Big Sky Board of Directors Meeting Minutes
Town Center Conference Room

Present: Ryan Hamilton, Tim Drain, Dan Martin, Krista Traxler, Ennion Williams, Julie Grimm-Lisk, Ryan Kunz, Justin Bain, Annie Pinkert

Absent:

Staff Present: Candace Carr Strauss, Lori Wetzel, Emilie McGee

Public: Emily O'Connor, Town Center Owner's Association

Call to Order: 8:32 am

ACTION ITEMS

Approval of Minutes

- Motion to approve the minutes for March was made by Tim and seconded by Annie. With no further discussion and a unanimous vote, the motion passed.

Approval of Financials

- Motion to approve the April Financials made by Tim and seconded by Ennion. With no further discussion and a unanimous vote, the motion passed.

NEW BUSINESS

VBS Board Operations & Administration

FY20 Funding Submissions Requiring VBS Board Approval

- Candace spoke to the changes that the Resort Tax board of directors made to the past application and went over the new process for Q&A and Allocations. She requested that a VBS board member attend Q&A to represent VBS being that she will be attending IPW.
- The Visit Big Sky FY20 Resort Tax application and full FY20 budget were presented in detail to the board. Candace specifically reviewed the program details of the Resort Tax ask of \$778,056. The remainder of the forecasted FY20 budget will be made up of CVB funds including anticipated rollover dollars from FY19. A conversation ensued and the board asked for clarification on certain line items, with an explanation given. Ennion made a motion to approve the FY20 Resort Tax application as is and Tim seconded. With no further discussion, the motion passed unanimously.

FY20 Big Sky CVB – TAC Marketing Plan

- After reviewing the forecasted CVB budget and its said projects, Ryan H asked for a motion to approve the FY20 TAC marketing plan and proposed budget. Williams made a motion to approve and Grimm-Lisk seconded. With no further discussion, the motion passed unanimously.

PROMOTE the Destination

NEW 2019/2020 Official Visitors Guide

- Emilie is still working diligently with Classic Ink on the new Official Visitors Guide for Big Sky with a set completion date of Memorial Day weekend.

Visitbigsky.com Update – Wild Blue | Rad Smith Illustrations

- TEAM Big Sky is working with a web developer out of Bozeman, Wild Blue to make updates to the current VBS website. Necessary changes were identified to fix internal glitches, assist in making the site more user friendly and give the site a more 3D look. VBS also hired Rad Smith out of Bozeman to design new topography/wayfinding maps of the destination. These maps are set to be completed in phases throughout the summer and will be shared destination wide upon completion.

VISIT BIG SKY

Hoffman York – '19 Summer Campaign

- VBS hired Hoffman York via a joint venture program with the state for agency services to develop and place media for its summer '19 hiking campaign and its fall '19 hunting campaign. The agency currently works with the state of Montana.

LEAD the Destination

VBS Board/Staff Letter to the Editor follow up; JHMR and Aspen Announcements

- At the last board meeting a long discussion was had regarding the Ikon/Mountain Collective pass product impacts and other growing pains that the Big Sky community has been facing. Candace asked if any board members had engaged in conversations with fellow community members since the last meeting. Pinkert recently attended the Mountain Travel Symposium and reported that after many conversations with her competitive set, the ski industry as a whole is facing the same macro issues such as climate change and a flat line of skiers year over year. Both JHMR and Aspen announced that with this season pass purchase, passholders would also receive Ikon benefits.

OLD BUSINESS

VBS Committee Update

- Krista and Justin had no updates to give for the marketing or funding committees. Ryan K shared that the events committee continues to meet monthly and is working on defining an event funding policy for VBS to adopt. The events committee will draft something for the board's consideration in the new fiscal year. Julie updated the board that the development committee has been working with Emilie on this year's Host Week program and is meeting every other month.

The Corner Property Renovation

- The Big Sky Chamber/Visit Big Sky offices are still under construction and set to open officially at the end of May. TEAM Big Sky will be throwing a grand re-opening party upon the completion of the remodel. Stay tuned for details.

Destimetrics – FY19 Contract Renewal

- The VBS contract with Destimetrics has still not been renewed. Katie Barnes, the account representative will be in Big Sky the first week of May for meetings with current and potential lodging partners to hopefully get the contract renewed. A final decision will be made at that time.

Staff Reports

- The staff reminded the board that on May 7th, VBS will be hosting its Annual Marketing Outlook Luncheon and Members' Meeting at Lone Mountain Ranch. Tickets and tables are going fast, and board members were asked to purchase their seats asap.

Adjourn

10:54 am

A motion to adjourn was made by Tim and seconded by Dan. With all in favor the motion passed.