



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 November Minutes* Tim
- IV. Finance Committee Report – Approval of November Financials* Tim

- V. OLD BUSINESS
 - A. Big Sky Resort Area District – 1% for Infrastructure; Community Visioning Process with SPECIAL GUEST: Mike Scholz
 - B. VBS Board Operations and Admin
 - 1. Committees – Committee Charters, Members, General Update
 - a. Marketing – Krista Traxler
 - b. Events – Ryan Kunz
 - c. Experience Development – Julie Grimm-Lisk
 - d. Funding – Mike Parker
 - e. *ON HOLD Sustainability – Mountain IDEAL: Community-wide*
 - C. DestiMetrics – FY19 Contract Renewal (3 Year) Candace

- VI. NEW BUSINESS
 - A. DEVELOP the Destination
 - 1. Host Week | Destination-wide Hospitality Program Emilie
 - 2. Talk Triggers – Jay Baer Candace/Emilie
 - B. PROMOTE the Destination
 - 1. V-9 In-market | Presentation – January 24-26 Emilie
 - 2. Summer '19 Marketing Campaign Candace/Emilie
 - a. Agency Search / RFP Krista/Emilie
 - b. Yellowstone Country Warm Season JVs Emilie
 - C. LEAD the Destination
 - 1. Government Affairs
 - a. Montana Chamber Business Days @ The Capitol – Update Ryan Kunz
 - b. TAC Update Candace/Emilie
 - D. Administrative
 - 1. The Corner Property – Update Candace

- VII. Staff Reports Candace/Emilie

- VIII. Other Non-Agenda Items

- IX. Adjourn

NEXT BOARD MEETING: Thursday, March 21, 2019 | 8:30 AM
(Location TBD)

Upcoming Important Events:

- Jan. 23-27 | Big Sky Big Ideas Festival
- Jan. 22-24 | FAM with Justin Jamieson, Australia
- Jan. 23-25 | Volume 9 in market
- Jan. 26 | TedX Big Sky
- Jan. 29 | National Plan Your Vacation Day
- Feb. 4-5 | TAC Meetings in Helena, MT
- Feb. 9-10 | 2nd Annual Best in the West Showdown – Big Sky Skijoring Festival
- Feb. 20-21 | GoWEST FAM in Big Sky
- Feb. 25-Mar. 1 | GoWEST in Boise, ID