



Board of Directors' Regular Meeting Agenda

Thursday, April 23, 2020 | 8:30 am

Via GoTo Meeting:

<https://global.gotomeeting.com/join/422792093>

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 March Minutes (moved to next meeting) Ryan K
- IV. Finance Committee Report – Approval of March Financials* Ryan K

- V. NEW BUSINESS
 - A. VBS Board Operations & Administration
 - 1. Nominating Committee – Appointment Recommendations/Vote* Tim
 - 2. FY21 Resort Tax Application Budget Approval* Tim/Ryan
 - 3. VBS – Big Sky CVB FY21 Marketing Plan Budget Approval* Tim/Ryan

 - B. PROMOTE/LEAD the Destination
 - 1. Metric PPC Campaign – Spring '20 | Mar-Apr results coming soon – Increase budget Tim
 - 2. Regional Tourism Recovery Sub-committee – Weekly meetings Wednesdays @ 11am Candace

- VI. OLD BUSINESS
 - A. VBS Board Operations & Administration
 - 3. May Board Meeting: VBS Board and Officer Elections Tim

 - B. LEAD the Destination
 - 1. VBS Marketing Outlook VIRTUAL Meeting – Thurs, May 7th Tim/Candace
 - a. Taylor Middleton, Big Sky Resort
 - b. Cam Sholly, Superintendent of Yellowstone National Park
 - c. VBS – Summer '20 Marketing Plans

 - 4. PROMOTE the Destination
 - 1. COVID-19 IMPACTS: VBS Spring/Summer '20 Marketing | Summer '19 HY Report Tim
 - a. OVG Revision – To be completed by Thurs, May 7th | DRAFT out Fri, Apr 25th Candace/Emily
 - b. Orange 142 – Summer campaign on HOLD; May scheduled launch Candace

- VII. Executive Session: The Corner Property Tim

- VIII. Other Non-Agenda Items
- IX. Adjourn

NEXT BOARD MEETING: Thursday, May 7, 2020 | 8:30 AM – TBD

YOU CAN CALL/VIDEO CONFERENCE IN VIA:

Please join my meeting from your computer, tablet or smartphone.

<https://global.gotomeeting.com/join/422792093>

You can also dial in using your phone.

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