



Board of Directors' Regular Meeting Agenda

Thursday, May 7, 2020 | 8:30 am

Via GoTo Meeting:

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

- V. NEW BUSINESS
 - A. VBS Board Operations & Administration
 - 1. Nominating Committee Recommendations Tim
 - a. Nominating Committee Policy Update*
 - b. FY21 Board Elections of Officers/Directors*
 - 2. NEW Offices Project Report Candace/Lori
 - 3. FY21 Board Meetings – Day, Time, Location Tim/Candace

 - B. PROMOTE/LEAD the Destination
 - 1. Big Sky Save Small Business Relief Fund w/Big Sky Chamber & BSRAD Tim/Candace
 - 2. Phased Re-Opening of Montana...Big Sky Candace
 - 3. NTTW20 – Tues, May 5th held State-wide Tourism Industry Rally in Helena Candace
 - 4. Metric PPC Campaign – Spring '20 | Mar-Apr results; May-June remain Tim

- VI. OLD BUSINESS
 - A. VBS Board Operations & Administration Tim

 - B. LEAD the Destination
 - 1. Regional Tourism Recovery Sub-committee – Weekly meetings Wednesdays @ 11am Candace
 - 2. VBS Marketing Outlook VIRTUAL Meeting – TODAY | 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

 - C. PROMOTE the Destination
 - 1. COVID-19 IMPACTS: VBS Spring/Summer '20 Marketing | Summer '19 HY Report Tim
 - a. OVG Revision – DRAFT sent out Mon, Apr 27th | COMPLETE Candace/Emily

- VII. Other Non-Agenda Items
- VIII. Adjourn Tim

NEXT BOARD MEETING: Thursday, July 16, 2020 | 8:30 AM – TBD

VBS May Board Meeting

Thu, May 7, 2020 8:30 AM - 10:30 AM (MDT)

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

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