



Board of Directors' Regular Meeting Agenda
Thursday, June 18, 2020 | 8:30 am
In-Person at Big Sky Medical Center Community Room
OR Via GoTo Meeting:
<https://global.gotomeeting.com/join/756903421>

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/May Minutes* Ryan K
- IV. Finance Committee Report – Approval of May Financials* Ryan K

- V. NEW BUSINESS
 - A. VBS Board Operations & Administration
 - 1. WE'VE MOVED! – NEW Location: 88 Ousel Falls Rd, #1A in Clock Tower Bldg Tim
 - 2. Follow up to Yellowstone Tour Operators' Letter Dated May 6, 2020 Tim/Candace
 - 3. VBS FY21 REVISED Budget*: Resort Tax FY21 Allocations & TAC Approval of Big Sky CVB FY21 Marketing Plan Tim/Candace

 - B. PROMOTE the Destination
 - A. Big Sky Pledge | Stay Safe, Open & Strong Big Sky Campaign | Testing Tim
 - B. MOTBD Public Health Messaging with 14-day Self-Quarantine Lifted as of June 1 Tim/Candace

- VI. OLD BUSINESS
 - A. VBS Board Operations & Administration
 - 1. Nominating Committee Policy Discussion & Adoption* Tim/Dan/Ryan
 - a. Industry Definitions – 11 Categories / Self-Select EXCEPT for Lodging: See MT Annotated Code Definition
 - b. VBS Board Composition
 - i. 33% – Lodging EXCLUDING “Destination Ski Resort”
 - ii. 25% – Any One Particular Corporate Entity
 - iii. NEW VBS Individual and Full Board Evaluation Forms / Process
 - iv. Executive Session Discussion
 - 2. FY21 VBS Board Elections of Officers/Directors for FY21* – MOTION to Vote Electronically Tim
 - 3. FY21 Board Meetings – Day, Time, Location – CHANGE NEEDED? Tim/Candace
 - a. DRAFT FY21 Meeting Schedule*

 - b. PROMOTE the Destination
 - 1. VBS Summer '20 Marketing Update – 14-day Self-Quarantine Lifted June 1 Tim/Candace
 - a. YNP Visitation Statistics – Down 50% YOY for June 1-10

- 4. Other Non-Agenda Items
- 5. Adjourn Tim

NEXT BOARD MEETING: Thursday, July 23, 2020 | 8:30 AM – TBD

VBS June Board Meeting

Thurs, Jun 18, 2020 8:30 AM - 10:30 AM (MDT)

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

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