



Board of Directors' Regular Meeting Agenda
Thursday, November 14, 2019 | 8:30 am
VBS Offices | Big Sky & Greater Yellowstone
Visitor Information Center

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 September Minutes Ryan K
- IV. Finance Committee Report – Approval of October Financials Ryan K

- V. NEW BUSINESS
 - A. Winter 2019/20 Presentation by Big Sky Resort
Ian Arthur-CMO Boyne, Taylor Middleton-COO and Troy Nedved, GM Big Sky Resort

 - B. VBS Board Operations & Administration
 - 1. VBS – Big Sky Chamber Joint Board Holiday Party – Dec 10th @ The Rocks (4:30 pm) Tim
 - 2. The Corner Property Lease Discussion Candace

 - C. NEW: STEWARD the Destination
 - 1. Northwestern Energy – Dec 3-4 in Big Sky: A Conversation on Sustainability Tim/Candace
(Mountain Towns 2030 Net Zero Summit @ Park City, GSTC @ Bridger Bowl/Big Sky)
 - 2. VBS Sustainability Committee – Update Tim/Josh

 - D. LEAD the Destination
 - 1. Funding Committee – Discussion of Revenue Sources, Future BHAGS Tim/Justin

- VI. OLD BUSINESS
 - A. DEVELOP the Destination
 - 1. Destination Analysts Summer '19 Research – Visitor Intercept Surveys Update Emilie
 - 2. Truly360 – Google Program Update Emilie

 - B. PROMOTE the Destination
 - 1. VBS Marketing Committee Tim/Krista/Ryan K
 - a. RECAP: Summer '19 Hiking / Fall '19 Hunting Campaigns
 - 2. #FlyBZN Air Development Marketing Committee Update Krista

 - C. LEAD the Destination
 - 1. Resort Tax – Our Big Sky Plan completed; Ordinance Revision Effective Nov 25th Candace
Business Registrations REQUIRED by Dec 31st
 - 2. Interim between 66th-67th Montana Legislative Session
 - a. HJ35 – Study of State and Local Tax Policy
 - b. SJ24 – Study of 22.5% of MT Lodging Facility Use Tax dispersed to Regions/CVBs

- VII. Staff Reports Candace/Emilie/Paige/Emily
- VIII. Other Non-Agenda Items
- IX. Adjourn

NEXT BOARD MEETING: Thursday, January 16, 2020 | 8:30 AM
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Upcoming Important Events

- Nov 27 – *Timeless* Warren Miller film @ Lone Peak Cinema
- Nov 28 – Big Sky Resort Opening Day for Winter 2019/20 Season
- Nov 30 – Small Business Saturday, Kickoff Party @ Big Sky Chamber | 9:00 am
- **Dec 10 – Visit Big Sky/Big Sky Chamber Holiday Party @ The Rocks | 4:30 pm**
- Dec 14 – Annual Big Sky Christmas Stroll with festivities through Dec 22nd
- Dec 24 – Torchlight Parade @ Big Sky Resort

IF UNABLE TO ATTEND THE MEETING IN PERSON,

YOU CAN CALL/VIDEO CONFERENCE IN VIA:

Visit Big Sky's Meeting

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