Visit Big Sky Board Meeting Minutes

Date: May 5, 2026
Time: 9:02 a.m.–9:20 a.m.
Location: Zoom / Virtual Meeting

Attendees:
Chris Dunkerson
Michael Jacquard
Stacie Harris
Emilie Wagner
David O'Connor
Thad Beatty

1. Call to Order

The meeting was called to order at 9:02 a.m. A quorum was confirmed.

2. Approval of Financial Report

Brad noted that the financial report video had been shared with the board in advance and was available to review during the meeting if needed. Board members indicated they had reviewed the report and were prepared to vote.

David O'Connor made a motion to approve the financial report. Emilie Wagner seconded the motion.
Motion passed unanimously.

3. FY27 Marketing Plan Review and Approval

Brad reviewed the revised FY27 Marketing Plan, which had been updated following board feedback from the April 28 meeting.

Key revisions included:

- Formatting and footer corrections throughout the document.
- Numbering added to the destination strengths section for clarity.
- Clarifying language added to the opportunities and destination strategy sections.
- Minor edits to dates, typos, and consistency throughout the plan.
- Goals were revised to include corresponding objectives and measurable actions.
- Objectives were aligned more directly with each goal to support future tracking and year-end reporting.
- Monthly lodging partner meetings were revised to quarterly lodging partner meetings.
- Section 6 was clarified to identify state CVB funds supporting shared Chamber expenses, including wages, rent, marketing personnel, Visitor Information Center

staffing, and organizational memberships such as Voices of Tourism and U.S. Travel.
- The budget was updated to reflect $850,000 in anticipated FY27 funding, plus an estimated $60,000 in uncommitted carryover funds, for a planning total of approximately $910,000.
- A $7,500 education and outreach line item was added to align with support for Voices of Tourism and U.S. Travel.
- Legislative language was removed to avoid confusion regarding lobbying restrictions.

Board members expressed support for the revised plan and thanked Brad for incorporating feedback.

Thad made a motion to approve the FY27 Marketing Plan. Stacie Harris seconded the motion.
Motion passed unanimously.

4. Adjournment

With no further business, the meeting was adjourned at 9:20 a.m.