

VISIT BIG SKY

May 9, 2019 Visit Big Sky Board of Directors Meeting Minutes

Horn and Cattle Saloon | Lone Mountain Ranch

Present: Ryan Hamilton, Krista Traxler, Julie Grimm-Lisk, Tim Drain, Annie Pinkert, Ryan Kunz, Dan Martin, Justin Bain

Call-In:

Absent: Ennion Williams

Staff Present: Candace Carr Strauss, Emilie McGee

Public: Katie Barnes, DestiMetrics

Call to Order: 9:07 am

PUBLIC COMMENT

There was no public comment.

ACTION ITEMS

Approval of Minutes

- The approval of the April minutes was postponed until the July board meeting.

Approval of Financials

- Motion to approve the May financials made by Tim and seconded by Julie. With no further discussion and a unanimous vote, the motion passed.

NEW BUSINESS

VBS Board Operations & Administration

FY20 Resort Tax App – Letters and In-Person Show of Support

- Candace discussed the status of the current FY20 Resort Tax application that was submitted on behalf of VBS. Three Resort Tax board members will be in attendance at the Marketing Outlook Luncheon, in addition to the new District Manager. Strauss encouraged VBS Board members to submit letters of support and attend the Q&A session representing their individual businesses. A conversation prompted by Dan was had discussing the potential of a TBID and if it would make sense for VBS to apply for one down the road.

FY20 Board Nominations, Elections, Officers; NEW Staff

- Candace shared that VBS has hired a new Visitor Services Manager who will oversee the daily office duties and assist with the visitor information center.
- Ennion Williams has chosen not to run for re-election to the VBS Board for another three year term, but will continue to serve on the Events Committee. There are now three open seats on the VBS Board. Tim is seeking re-election to for a new three year term. Dan made a motion to re-elect Tim to the board, Krista seconded and the motion passed unanimously.
- Ryan Hamilton resigned as the Chair, but will remain on the board of directors until the end of his term in 2020. Tim expressed interest in serving as the new Chair, Dan said he would continue to serve as the Vice Chair and Ryan Kunz said he would fill Tim's previous role as the Secretary/Treasurer for FY20. A motion was made by Julie to elect the FY20 slate of officers: Tim Drain - chair, Dan Martin - Vice Chair and Ryan Kunz - Secretary/Treasurer. Justin seconded the motion and it passed unanimously.

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VBS Membership per IRS Rules & Regulations

- Candace reminded the board that VBS is a 501(c)6 nonprofit membership organization, not a (c)3, therefore philanthropy is not a funding tool available to the organization. The IRS also requires that nonprofits under this designation must have a membership. If the Destimetrics FY20-23 contract is not renewed, VBS will need to look at a new membership designation.

DEVELOP the Destination

Visit Big Sky and the Destination West Yellowstone 2019 Host Week

- Emilie gave an overview of the Host Week program for the summer 2019 season. The passbook will be similar to years past with approximately fifteen Big Sky businesses having offered deals in this year's book. VBS will be educating businesses to provide these books to new, frontline employees in Big Sky. No businesses outside of the BSRAD will receive passbooks at this time.

Summer 2019 Research – Destination Analysts

- This summer, Destination Analysts will be in Big Sky conducting visitor intercept surveys to create a visitor profile, to gather a baseline knowledge of Big Sky as a destination from the traveling public and to identify pain points from touch down to take off for visitors into Bozeman Airport, Big Sky and West Yellowstone.

PROMOTE the Destination

NEW - 2019/2020 Official Visitors Guide

- The new OVG will be finalized by Memorial Day weekend and out for public distribution the second week of June. The guide will be distributed throughout Bozeman and Big Sky as well as to a five state region including Montana, North Dakota, Idaho, Wyoming and Utah.

IMPROVED visitbigsky.com website – Wild Blue | Rad Smith Illustrations – Maps

- The VBS website has just undergone some aesthetic and functional improvements and is now even more user friendly for both visitors and the VBS marketing team. Rad Smith was contracted to create four maps for Big Sky including a destination overview and three more detailed maps highlighting the canyon, meadow and mountain areas. These maps are set to be completed throughout the summer and will be available to the public and local businesses.

Summer 2019 Marketing Campaign

- VBS has hired Hoffman York, MOTBD's advertising agency, via a joint venture with funds from the state, to lead its effort in its summer marketing campaign focused again on the niche market of hiking. They will also support a second niche campaign in the fall targeting the hunting market.
- Destination Think is currently running a spring warm up campaign for the hiking market using collateral from last year's influencers trip.

LEAD the Destination

U.S. Travel Association's #NTTW19 - #TravelMatters; Destination Capitol Hill

- As a new board member for the U.S. Travel Association, Strauss recently attended Destination Capitol Hill to meet with her peers and meet with our Senators. Brand USA is currently seeking reauthorization and the decision on this matter will drastically affect the travel industry for the USA.

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OLD BUSINESS

SB241 | Our Big Sky Community Visioning Process

- Senate Bill 241 has made its way out of the house and will move to Senate Taxation Committee next.

Destimetrics – FY19 Contract Renewal (3 Year)

- Katie Barnes, account manager for Visit Big Sky with Destimetrics was in market to meet with current and potential Destimetrics lodging participants to get the VBS FY20-23 contract renewed. A final decision will be made by the Destimetrics lodging partners at the end of the week following the planned meetings. Katie also reported that skier visits are up 10% in Big Sky as reported by the *National Ski Area Association*.

STAFF REPORTS

CEO Report

- The remodel at The Corner Property is scheduled to be finished at the end of the month. YAY!!!

OTHER NON-AGENDA ITEMS

- There were no non-agenda items.

ADJOURN

- A motion to adjourn was made by Krista and seconded by Dan. With no further discussion and a unanimous vote, the motion was passed.
- Meeting adjourned at 10:31 am.