***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.*

1. Call to Order Regular Public Meeting Tim
2. Public Comment
3. Review and Approval of Jan (recording & written) minutes Ryan K
4. Finance Committee Report – Approval of January Financials\* Ryan K
5. NEW BUSINESS
6. VBS Board Operations & Administration Tim/Ryan K/Lori
7. UPDATE FY22 Budget
   1. Salary allocations
   2. Applied for Yellowstone Country Tourism Region $9,000 for summer part time help
   3. Budget approval at Board Meeting on March 4, 2021
8. VIC Manager position Lori

1. PROMOTE the Destination
2. Windfall – Visitor Servicing – Cancel contract if VIC manager is hired
3. Karsh Hagan Update

• Marketing Strategies Presentations & Consolidated Response from Board on strategy Nicole

• Cancel social media if VIC manager is hired

1. VBS Marketing Committee – new issues Chris
2. LEAD the Destination
   1. Issues???
3. OLD BUSINESS
4. VBS Board Operations & Administration

a.Vacant Seat(s)

1. PROMOTE the Destination
   1. U.S. Travel Association | Let’s Go There Coalition: “Let’s Go There Together” Phase II Campaign launched November 16 – How is this progressing
   2. Orange142 Winter 20/21 campaign Nicole

• Karsh Hagen is connected with Orange142 – they are holding until new strategy is announced.

1. Other Non-Agenda Items
2. Adjourn

***NEXT BOARD MEETING*: Thursday, March 4, 2021 | 8:30 AM**

**Via GoTo Meeting**