



Zoom Meeting 11:00am

Call to Order/ Present: Eric, Kris, Meghan, Kathleen

Public comment- NA

Old Business - NA

New Business

1. Clarify budget and number of hours expected from ED (have budget, clarify breakout of costs; admin & marketing):

Didn't ever determine set number of hours Leslie would put toward TBID work. Admin & Marketing is a grey hour. Admin is typically the labor, but we could certainly pay some hours worked out of marketing if need be. Kris has no format to work from to determine the amount of time and expected outcomes as the Exec Director for TBID. Kris envisions there will be a lot of overlap with the LBID and CVB Kris is thinking 10 hours per organization per week. She is working on how to bill out to each board. This includes active social media marketing and build out a website specifically for TBID. Leslie never billed her time. She just received a quarterly payment/stipend for her work. Kris would prefer to bill her time and would itemize what she spent time on. We discussed the admin and marketing amounts on our budget. How some of the marketing budget might cover work the ED does in that area, while the admin amount would cover approximately 10 hours per week for billing, follow up with grant recipients, and raising awareness within the community about the role of the TBID and the existence of grant money.

UPDATE: The website expenses to build the page for the hotels and TBID is under computer expenses. Marketing and Advertising includes FB page, marketing pieces, photos. 2020 Budget was approved on Feb 19, 2020.

2. Set up/transfer bank account balance:

Leslie is to cut a check for the balance of the First Interstate account once all checks have cleared. Once this is in hand we can open the new account at American Bank and close the old one that is under the Chamber EIN. Kathleen will be the second signer as a board member who operates in close proximity to the bank.

Side note: Hold on to all checks due to TBID for first and second quarter until new bank account has been opened. Checks can then be sent to Kris to be deposited into new account.

3. Transfer bookkeeping accounts:

Cat Moody will offer her services pro bono! No argument with this shift. Kris will begin looking into local options for our annual audit. **UPDATE:** there was a miscommunication, Cat Moody offered her services to the CVB pro bono as they have a very small budget and none for accounting. Discuss budget for bookkeeping prior to Kris reaching out to a bookkeeper.

4. Set up Insurance policy, old policy expires 11/25/2020:

Kris will begin researching local options, as our current policy is with an out of state company.



5. **Schedule upcoming 2020 meetings:**

We propose meeting at noon on Wednesday, August 26th, and will discuss a long-term meeting schedule at that meeting.

6. **Review 2020 calendar of events:**

-Tour operators show Leslie was going to attend. According to Leslie, that show has been moved to the East coast, and they are not returning the deposit, which is around \$2,000. They are offering the opportunity to meet with the tour operators virtually for that fee. We suggest letting Leslie continue to manage that attendance since it is coming up in August, but require a full report with contact information for each meeting.

-The rodeo was cancelled. Funds were spent.

-The Creek to Peak Mountain Soap Box Derby: October 3rd is the rescheduled date at this time pending the recommendation of the Health department. We have given them 50% of the total grant thus far.

UPDATE: According to Leslie we held 10% and gave 90% for both PBR & Soap Box Derby (\$5000 was granted to each event). 100% of wrestling grant was given and spent on the awards for event. Not sure if anything can be done at this time to recoup wrestling funds. We have also paid out at least \$1000 to HMS Global for a social media launch that needed to be rescheduled due to COVID cancelling a spring launch.

Kris will set up a Google group shared calendar of events that will have the links to the Zoom meetings, events being sponsored...

7. **Obtain records of outstanding expenses and marketing campaigns including contacts:**

(paper records at Chamber on Friday, could pick up Monday) Leslie is to have any paperwork and files for pick up on Friday, July 31st.

-Meghan will continue to keep meeting minutes. Kris will be sure to send the Zoom recordings to Meghan post call.

8. **Review goals and objectives for 2020:**

We discussed the need for stability, professionalism, and accountability to allow our board to work more effectively. Also discussed building grant requests that both helps the local community and bring more people to town. Things like tournaments, concerts, etc. that allow Livingston residents to stay home while bring people here. Less vague marketing with very little opportunity to measure the success.

9. **Draft Board Agenda for August and review with Executive Committee:**

Eric will draft the initial agenda and work with Kris to send out one week prior to the next meeting. After that, Kris will create a draft agenda to run by the Chairman of the Board and then send to the Board one week prior to every meeting.

10. **ED Contract? CVB/TBID signed agreement?**

This is a good idea to get everyone on the same page and assess performance in meeting goals and objectives. Kris has a contract with LBID because it is a position with the city. Kris will research a boiler plate that we could customize.



11. Infrastructure:

- We need to gather info for contact sheet: hotel name, contact, email & phone number, number of rooms in each hotel.
- Address (PO Box?) - Same as CVB **UPDATE: Can't use LBID/CVB PO Box as Moody picks up all the mail weekly and it will be difficult to separate the business.**
- EIN - Kris will get one for the TBID
- Logo- Kathleen sits on a marketing committee with a representative from the CVB, LBID, and TBID. They are working on consistent branding for Livingston, but with the opportunity for each entity to stand out when they sponsor something individually. Kathleen was happy to get this started, but is happy to turn over TBID representation is anyone on the Board feel they would like to contribute in this way. Eric will put this on the agenda for next month to see if any other board members would be interested in taking over that role.
- Letterhead
- Phone: 224-3847 A.BID.VIP Currently goes to Kris' cell phone currently but there is a portable handset.
- CVB & TBID Email: info@explorelivingstonmt.com
- Website, standalone or part of CVB? The TBID portion of the website was never completed, so we will likely need to start over with the CVB. Meghan is reviewing the minutes to find out how much we had paid towards that initial website. **UPDATE: New website first stage, landing page for TBID. \$3000.00 June 30th the first phase will be rolling out (WE NEED TO LOOK AT BANK RECORDS AND DETERMINE IF THIS HAS ALREADY BEEN PAID OUT).**
- Facebook? Not currently **UPDATE: @LodginginLivingstonMT, 8 followers, few posts.**
- Instagram? Not currently
- Enewsletter (w/CVB?) Do not currently have

12. Future Board agenda items:

Update bylaws (proxy vote), add more Board members, update term for Joel. These will be on the August agenda and Eric or Meghan will provide the minutes showing what bylaws changes and policy and procedures may have been previously approved.

We are looking forward to working with Kris, the new Executive Director for the board.

Adjourned at 12:07pm