



TBID MEETING MINUTES

May 19, 2021 from 11 am – Noon
Via Zoom

Present – Kelly Baker, Kathleen Kaul, and Tawnya Greenfield

Absent – Joel Boren

Also Present – Executive Director Kris King and Adam Stern

Public Comment

- A. Presentation from Adam Stern on Braves Baseball tournament
 - a. Adam is with the Legion Baseball team – district tournament is in Livingston July 22-25. 4 teams will be coming to town and will need places to stay. They have two goals; generate funds for baseball organization and drive business downtown. They are interested in the board's ideas. A few ideas Adam had included a discount card to different shops and restaurants. He was curious if anyone had any experience with this.
- B. Kathleen brought up us looking at having the WindRider run extended hours.
- C. Kelly mentioned that she has lived in communities where high school booster programs have done these discount card programs and they have been very positive. Kelly also spoke about concierge type programs where restaurants offer discounts coupons to hotels for the front desk teams to recommend different dining options.

Discussion/Action Items

- A. **Review/Modify/Approve Past Meeting Minutes** – Motion by Tawnya / Second by Kelly / Approved Unanimously.
- B. **Review of TBID Expenses/Revenue** – Reviewed bank register and P&L for Q1.
- C. **Mask purchase/pandemic discussion** –ED is curious if there is still a need to purchase and distribute masks. Each hotel shared their

experience with guests wearing masks. It was decided to still purchase masks if people are requesting them.

- D. Windrider expansion discussion** – Kristen Galbraith put together a proposal for a Windrider expansion program to run Friday and Saturday evenings throughout the summer. Additionally, other transportation options were discussed, a few suggestions were rental bikes and scooters. *A motion was made to implement the Windrider F/S evening program. Motion by Kelly / Second by Tawyna / Approved Unanimously.*
- E. Discussion of Braves Baseball tournament -**
- F. Board Member Update** – still have three openings but will give new hotel owners time to adjust after busy summer season before doing more outreach for more members. For now, we'll stay small and mighty.
- G. Welcome new hotel owner** Rajiv Ratan, the Comfort Inn will now be called Yellowstone River Inn.

Update on Business Items of Interest

- A. Executive Director Report** – Director discussed projects, tourism trends, pandemic, and hours worked versus hours paid. Will discuss changing hour cap to accommodate unpaid CVB hours (although they pay for \$27,000 in marketing) and review in context of updated 2021 budget projections at next meeting. *Motion to pay Kris for her additional 25 hours that she put in in Q1. Motion made by Tawyna / Second by Kelly / Approved Unanimously.*
- B. Additional New Business from Board Members** – N/A

Public Comment on any Public Matter Not on the Agenda – N/A

Next Meeting: June 16, 2021

12:00 PM Adjourn

Minutes submitted by Kelly Baker

Board of Directors

Kathleen Kaul - Chair Kelly Baker – Secretary/Treasurer

Tawnya Greenfield Joel Boren