



**September 21, 2017 Visit Big Sky Board of Directors Meeting Minutes**  
**Big Sky Chamber of Commerce – 55 Lone Mountain Trail | Big Sky, MT 59716**

**Present:** Ryan Hamilton, Tim Drain, Julie Grimm-Lisk, Steven Rager, Krista Traxler, Crystal Snook

**Absent:** Dan Martin, Glenniss Indreland, Ennion Williams

**Staff Present:** Candace Carr Strauss, Lori Wetzel, Caitlin Lundin, Heather Gottschalk

**Guest Present:** Derek Mogar, Gregg Shapiro (Tempest – web development agency representatives)

**Call to order:** 8:36 am

**Public Comment:** None

**ACTION ITEMS**

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**Approval of Minutes**

Tim Drain

- Tim Drain moved to approve the August minutes which was seconded by Steve Rager. With all in favor, the motion passed unanimously.

**Approval of June Financials**

Tim Drain

- Tim Drain moved to approve the August financials which was seconded by Julie Grimm-Lisk. With all in favor, the motion passed unanimously.

**OLD BUSINESS**

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**Visitbigskymt.com Website Re-design Process – Kick-off/Creative Brainstorming**

Candace Strauss

- The team from Tempest introduced themselves and discussed their mission for website rebranding over the next six months. They asked the question – “Why do we have a website and what do we want it to do for us?”
- Crowdriff
  - Negotiated the price down to \$12,000 from \$18,000 for rights management through the software being that signed a 22-month contract.
  - We will be pulling user-generated content from Crowdriff to use for the current/new website.
- Mobimanager
  - Mobimanager would not allow the Big Sky Chamber to leverage any of the funds from retiring the two kiosks. The contracts end in October.
  - Big Sky On-the-Go App will continue to operate until the launch of the new website and then at that time, be re-evaluated against the new, mobile-friendly website.
- Website
  - Ryan discussed the idea that the website should convey the beauty of this location, but work on a more visual and less verbose approach to showing off our community, nightlife, dining and shopping.
- Tripadvisor

- VBS will renew its Premium Destination Page with Tripadvisor. The team at the Visit Big Sky is working on improving the Tripadvisor page.
- VRBOs
  - There are more VRBOs in Big Sky than Bozeman and they are not very well organized by location/subdivision because the VRBO sites dictate categories and mapping.

### **Visitbigsky.com and Mountain Outlaw Opportunity**

Candace Strauss

- In the discussion with Mountain Outlaw about gaining ownership of the visitbigsky.com URL, they have proposed the following options
  - \$18,500 for the URL, a 6-page advertorial spread in the November issue, and some web placement
  - \$15,000 for the URL, a 4-page advertorial spread in the November issue, and some digital assets
  - \$7,000-\$9,000 for the URL, a 2-page advertorial spread in the November issue, and a link on their website
- There was discussion about asking to move the ad space opportunities to the summer issue, but Candace advised that our winter ad campaign is lighter than last year intentionally, but that this might be the perfect spot to add some extra content.
- It was discussed that this would be a good opening to building on the relationship between the two organizations and that we should reach out in the future to them for video or maybe other digital assets.
- Krista Traxler moved to take the \$8,000 option which was seconded by Crystal Snook. With all in favor, the motion passed unanimously.

### **Tourism Master Planning Process – Timeline**

Candace Strauss

- VBS has contracted Destination THINK! for its Tourism Master Planning.
- They will be in market October 17 – 19 to discuss conduct the DNA Workshop as well as to hold one-on-one stakeholder meetings with tourism industry leaders, community members, historians and key persons in the community as part of the Tourism Master Planning process

### **Air Transportation Marketing Committee Update**

Candace Strauss/ Krista Traxler

- New “logo” type execution in all advertising: Bozeman, Big Sky, Yellowstone graphic element.
- Print campaign involving airlines’ print/digital marketing assets: *American Way* and *United Hemispheres Magazine* and *Texas Monthly*.
- Most funds will go to digital/social media marketing with a microsite: “Farfromordinary.com.”
- It was asked that we put MT somewhere in there to bring the visitor’s mind back to Montana.

### **Light Pole Banners – Photography**

Candace Strauss

- In regards to the light pole banner where the photographer said VBS didn’t have rights to use his photo, VBS did have the rights as given by a business in Bozeman who claimed to own the photo. It is the business’ error and therefore VBS is not being held responsible for misuse. VBS will no longer use the photograph moving forward.

### **The Corner Property – Special Meeting at 10am – EXECUTIVE SESSION**

Ryan Hamilton

- The meeting will take place convening the three boards (Big Sky Chamber/VBS/Big Sky Gateway Foundation) in order to discuss the pursuit of the corner property.

### **New Business**

## VBS FY18 Winter Marketing Campaign

Candace

- MOTBD FY18 Winter
  - We will dovetail our winter marketing campaign with MOTBD's media.
  - Co-op with MOTBD to have a spread in On The Snow.
  - Because of the quick turnaround, we have used the same marketing from last year allowing us time to work on our brand strategy and save up monies.
- Yellowstone Country Co-op
  - Co-ops with Yellowstone Country have given us features in alpine and nordic skiing publications
  - Because of the quick turnaround, we have used the same marketing from last year allowing us time to work on our brand strategy and save up monies

## STAFF REPORTS

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### CEO Report

Candace Strauss

- Look back at Candace's first 100 days in office:
  - Relocated back from Copenhagen, Denmark to Big Sky, MT.
  - Secured FY18 funding for both VBS and CVB (as well as The Big Sky Chamber) from the BSRAD Resort Tax Board and the Tourism Advisory Council/MT Lodging Tax.
  - Stabilized staffing finally...after 3 months FULLY STAFED! Brought the accounting function in house with Lori Wetzel as our full time Compliance Manager and have done some major house-keeping. Joined by our two new VBS staffers Heather Gottschalk, Marketing Director, and Caitlin Lundin, Marketing & Visitor Services Manager.
  - Tourism: Launched and completed the 2017 Summer media campaign; did not renew AOR contract with FUSE ideas; signed Tempest to handle visitbigskymt.com website redevelopment, contracted Crowdriff for user-generated content and Destination THINK! to tackle Tourism Master Planning for the Big Sky destination. Re-joined the Air Development Marketing Committee which is preparing a 2017-18 Winter media campaign. Actively recruited additional partners to the DestiMetrics platform; instituted a monthly conference call with Big Sky Lodging partners to get the qualitative as well as the quantitative story to be able to better manage our destination moving forward.
  - Transportation: Completed the Big Sky Transportation Study working with Sanderson Stewart; held a Big Sky Community Forum, and currently working the report through both Gallatin and Madison Counties to be adopted as part of their Growth Plans. MDT has also been consulted. Working with the Big Sky Transportation District/WTI on submitting a \$10.2 m federal TIGER grant application for MT-64 improvements.
  - Housing: Joined the Advisory Council for the Big Sky Community Housing Trust/HRDC to continue the Big Sky Chamber's work on affordable workforce housing; RFP issued for Housing Action Plan and provider to be selected in a few weeks. Also drafted a Down Payment Assistance Program that will be rolled out hopefully in the next quarter.
  - Energy: Working with Dr. Eric Austin/Burton Wheeler Center and Northwestern Energy to help facilitate the discussion around the siting of the mid-mountain sub-station to address Big Sky's current/future energy needs.
  - Water: Participant in the Sustainable Water Solutions Community Forum as a stakeholder along many others in the community headed by the Gallatin River Task Force/Respec who are working on developing a Water Stewardship Plan for Big Sky by month-end December.
  - Community: Supporting the Big Sky Community Organization and walking with them hand-in-hand as they seek adoption by the two counties of their Parks Master Plan for the Big Sky community.

- The Pursuit of The Corner Property begins (continues)...commissioned re-appraisal (2014 original) of the Lone Mountain Trail parcel; convened the Big Sky Gateway Foundation to involve in the pursuit and hired an attorney to provide an operating framework for the three organizations.
- From the Big Sky Chamber of Commerce programming side, continued to cultivate a vibrant membership and events program working with Margo Magnant, Membership Director; hosted the Annual Members' Meeting with Senator Daines three-weeks on the job, participated in numerous Business After Hours and Ribbon Cuttings, the Chamber's Annual Golf Tournament, and held our first, newly sponsored Non-Profit Leadership Roundtable Series event.
- Grateful for the opportunity to serve this amazing community.

## **Non-Agenda Items**

### **990 Tax Return**

Lori

- Julie Grimm-Lisk motioned to approve the FY17 990 Tax Return which was seconded by Crystal Snook. With all in favor, the motion passed unanimously.

### **App/ Website Analytics**

Caitlin

- Wintertime is more popular for usage on both the website and the app.
- We hope to see interest in website and social media grow with the new website and use of Crowdriff.

### **Window Wrap**

Caitlin

- A mock-up of the large window facing US-191 and the smaller window by the front door were shown to the board featuring winter and summer imagery with our #visitbigsky
- Ryan Hamilton suggested having images that display people involved in our social and dining aspects

### **Adjourn**

- A motion to adjourn the meeting was made by Tim Drain and seconded by Krista Traxler. With all in favor, the meeting adjourned at 9:52 am.

Respectfully submitted,

Caitlin Lundin, Marketing and Visitor Services Manager

Filename: VBS\_MINUTES 09.21.17.docx  
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Author: Alex Mansfield  
Keywords:  
Comments:  
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Last Saved By: Jacqueline Moore  
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