



## LBID MEETING MINUTES

Tuesday, November 28, 2023 | 3 pm  
124 South Main Street, Suite 210, Livingston and via Zoom

**Present:** Tyler Erickson, Megan Eubank, Dale Hopkins, James Langteaux, Brian Menges, Lauren Silano  
**Not Present:** Dale Sexton **Also present:** Executive Director Kris King

**Public Comment** – Heather Muldoon our flower basket contractor of Heather’s Garden service gave a report on how the season went with additional contract for watering as well growing the flowers and minimizing the baskets to 35. She discussed the difficulty of having volunteers install the baskets without damaging the flowers. While she was glad to be able to water the flowers and keep an eye on them, her expenses for that were nearly equivalent to the payment so her profit was minimal. The work truck will need more work and maintenance in the coming year and Heather proposed purchasing new baskets that would be easier to handle and would not dry out as quickly. Heather will share what that cost would be for the Board to decide. LBID budget never increases even though expenses increase, so discussed the challenges and benefits of creating sponsorship programs, getting sponsors, and grants.

### Discussion/Action Items

- A. **Review/Modify/Approve Past Meeting Minutes** - Motion to approve by Dale Hopkins/Second by James/Approved Unanimously.
- B. **Financial Report** – reviewed expenses and year to year comparison as well as shared expenses with Explore Livingston Coalition partners.
- C. **Billboard updates** – reviewed Gil’s Goods grandfathered billboard updates to highlight vibrant Downtown. Discussed removing logo to keep it more simple.
- D. **Holiday Events Downtown** – Discussed Light Up Livingston and updating and changing the Small Business Saturday scavenger hunt that is focused on adults shopping, could expand to Black Friday and Small Business Saturday and have prize drawing be with Downtown Businesses and LBID led instead of linked to the TBID’s Light Up Livingston. LBID business listings have been added to the LBID website for an outreach link.
- E. **Downtown Master Plan** – discussed engagement events, subjects covered, and the process. Discussed that the parking assessment was inaccurate because it included pre-paid parking that is not available to the public. Discussed the sign up and feedback aspects of the Downtown Master Plan page.
- F. **Additional Discussion Items from Board Members** – Discussed City’s rebranding process. LBID is co-hosting the Montana Downtown and Main Street Conference with Bozeman next year and lessons learned at the Great Falls Downtown Conference this year. Discussed email updates between board meetings but keeping the schedule of meetings every other month.

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

4:30 pm Adjourn *Minutes respectfully submitted by Kris King*

### **Board of Directors**

**Officers:** Dale Sexton – Chair, Tyler Erickson – Vice Chair  
**Members:** Megan Eubank, Dale Hopkins, James Langteaux, Brian Menges, Lauren Silano