



LBID MEETING MINUTES

October 10, 2022 | 8:30 am – 9:15 am

124 South Main, Suite 210, Downtown Livingston and via Zoom

Present: Dale Sexton, Brian Menges, Megan Eubank, Kristen Galbraith, Dale Hopkins, James Langteaux

Not Present: Tyler Erickson

Also present: Executive Director Kris King

Public Comment – N/A

Discussion/Action Items

- A. **Review/Modify/Approve Past Meeting Minutes** – *Motion to approve by Kristen Galbraith/Second by Dale Sexton/Approved Unanimously.*
- B. **Discuss Winter Décor and Events** - Discussed brackets for new batch of Snowflakes having metal brackets painted black to match light posts. Would like to have them professionally powder coated, will contact O'Connor Auto party, there will be 89 snowflakes nearly doubling the number. Discussed encouraging downtown businesses to decorate their own businesses if they want more lights. Will have scavenger hunt at Downtown business that wish to participate on Small Business Saturday with prizes given at Light Up Livingston. Light Up Livingston moving to November 26 to cross promote Small Business Saturday shopping.
- C. **Future Board Meeting schedule** - Board Meeting Schedule for 2023, proposing bi-monthly longer meetings rather than every month to increase efficiency and will have one overarching budget for all three budgets about shared expenses in addition to each organization's individual budget. Want to continue with LBID and CVB meetings consecutively. Mornings don't work for James, no Friday afternoons, will send out doodle poll. Suggestion Jan, March, June, August, October.
- D. **YHF and downtown postcard** - Discussed Yellowstone Harvest Festival's low attendance but those who attended enjoyed themselves. TBID paid for a ITRR survey about attendant's demographics and local spend. LBID distributed Downtown postcard and poster at the event to drive traffic downtown. Discussed printing more business cards and having the QR code go to Explore Livingston. LBID's website is business facing, Explore Livingston is tourism facing. Both CVB and TBID's information pages are under Explore Livingston. Will continue to invest time to make sure Explore Livingston website events and amenity listings be the 'single source of truth' for current listings rather than print. The back will have a list of amenities like on the QR code business card, do another run of postcards and include Lucite holders with sticker that says "free courtesy of LBID". Will get a count of interested businesses.

Board of Directors

Dale Sexton - Chair | Kristen Galbraith –Secretary/Treasurer
Tyler Erickson | Megan Eubank | Brian Menges | James Langteaux



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- E. **Sip Local Coffee Campaign** - Sip Local Coffee Campaign, discussed background of how it began when news of Starbucks coming to town, Designer Hovie Hawk created a logo, social media graphics, QR code to map of small local coffee shops, and a double sided flyer which he paid for the printing. Discussed LBID sharing costs with TBID for printing. James discussed series of videos educating people about local coffee shops. Kris will send out press release about Sip Local Campaign. Could eventually create interactive map of all Downtown district maps with QR code.
 - F. **Additional Discussion Items from Board Members** – N/A

Update on Business Items of Interest

- A. **Executive Director Report** – Discussed the many versions of our logo and adding Explore to the brown square as our default group logo. Also need large flowchart of what each of the Explore Livingston Businesses do, having a flowchart of all City orgs and acronyms this winter. Discussed need for new bookkeeper Kris has surgery October 24 and Ken Nimer is out of town for two weeks and working on garbage coverage. Discussed Park County Housing Coalition work, updates, and committees. Development proposals and Livingston Growth Policy. LBID members invited to join Light Up Livingston planning committee.
- B. **Additional New Business from Board Members** – N/A

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

Next Meeting Date November 14, 2022

9:30 Adjourn

Minutes respectfully submitted by Kris King

Board of Directors

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Tyler Erickson | Megan Eubank | Brian Menges | James Langteaux