



BIG * SKY
CHAMBER OF COMMERCE
CONVENTION & VISITORS BUREAU

MEETING MINUTES

Chamber Board

55 Lone Mountain Trail | Big Sky, Montana 59716

406-995-3000

December 10, 2013

www.visitbigskymt.com

Present: Dave O'Connor, John Richardson, Sarah Griffiths, Bill Simpkins, Pat Straub, Shawna Winter, Kevin Germain

Not Present: Victor DeLeo

Staff: Kitty Clemens, Danielle Miller, Andrew Peterson, Marci Lewandowski

Public: Roxy and Mike Lawler

Call to order: 8:53 a.m.

Public Comment

Roxy and Mike Lawler, Roxy's Supermarket

- They are hoping to offer a full service grocery store with a strong emphasis on organics and locally sourced products. They want to include a juice bar, espresso, and take and bake pizza.
- Roxy's Supermarket will be competitive with Bozeman supermarkets.
- The Lawlers are looking for excellent talent to staff their store and will be offering competitive pay.
- The target opening date will be in the fall 2014.

Visit Big Sky Liaison Report

John Richardson, Treasurer

- Since last month, VBS has been tracking all of their advertising in the market place. Statistics for performance have triple digit increases in traffic from ads.
- The second month of advertising results are out and will be sent with the VBS reports.
- Discussion by the board about VBS ads placements in *Ski Magazine* took place. Kitty explained there was conversation on advertising in *Powder Magazine* by VBS, but there was extensive discussion about whether or not to buy print ads in general.

- *USA Today* is running a top 10 ski resort competition. Please vote for Big Sky.

ACTION ITEMS

- **Approval of Minutes**

- Motion to approve minutes was made by Sarah Griffiths and seconded by Shawna Winter. The motion passed unanimously.

- **Financial Report**

John Richardson, Treasurer

- M'Lee is doing a great job keeping up with the books. Kitty and Danielle have been looking at budget versus actual and will be drafting an updated budget shortly.

- **Vice Chair Vacancy**

- There is a new opening for Vice Chair after Greg Pack left the Chamber Board for Telluride.
- Discussion on volunteers for the vice chair position took place.
- There was no definitive decision. The board placed the vice-chair vacancy into the parking lot for the next meeting.

- **Approval of Total Resource Campaign**

Danielle Miller, Membership Sales and Events Manager

- The Total Resource Campaign is used to increase the Chamber's non-dues revenue.
- It is a document of all of the ad opportunities for members throughout the year. This will help all of our members plan out their fiscal year and budget accordingly and with ample lead time.
- The Total Resource campaign will be mailed to all members both as a hard copy and an electronic copy.
- Before finalization, the board must approve the prices, terms and execution of the Total Resource Campaign.
- The board discussed the Total Resource Campaign and made the following amendments:
 1. Amend Kevin Germain listed as the vice chair in the campaign.
 2. Change the abbreviation of OVG to Official Visitor Guide.
 3. Add the * for the banner ads. Banner ads are pre-approved for Andesite Level or above.
 4. Add clarification of membership levels and first right of refusal.
- The Motion to approve the Total Resource Campaign with the aforementioned amendments was made by John Richardson and seconded Bill Simpkins. With all in favor, the motion passed and the Total Resource Campaign was approved by the Chamber board.

INFORMATION ITEMS

- **Updated Master Calendar**
Kitty Clemens, Executive Director
 - The board digitally received a master calendar with both VBS and Chamber annual events in the calendar, created by Andrew Peterson. Kevin offered to use a plotter so that we can print the calendar in a map form for the boardroom.

STANDING AGENDA ITEMS

- **Profit Center Centers—Banner Program Update**
Danielle Miller, Membership Sales and Events Manager
 - Discussion on membership levels took place in regards to the banner ads. We have Big Sky Center and Big Sky Resort, and we are waiting to hear back from a few other businesses.
 - The board discussed whether or not we could track denials. John Richardson requested that staff track denials as well as successes in order to improve banner ads sales for next year.
 - Bill Simpkins mentioned that it is great to see the increase in the Chamber's profile in the Big Sky community.
- **Director's Report—Resort Tax Update**
Kitty Clemens, Executive Director
 - Resort Tax enacted progress reports. The progress reports were due December 2nd. There will be a resort tax board meeting next week. Kitty will be there in case there are any questions.
 - This Resort Tax report really shows what we have been doing at the Chamber in the past year. For instance, all the paperwork for the gateway monument is in order. Official Visitor Guide saved about \$36,000 is Resort Tax money and created revenue for the Chamber. The OVG has been distributed all of the cities we are advertising in. The ambassador program is going really well. People jumped onto that committee and were excited to be on it. Economic planning systems are in place and the level of enthusiasm is really high. The reports show Resort Tax can see that their money was well invested.
- **Economic Development—VIC Report**
Marci Lewandowski, Visitor Services Manager
 - The Number of walk-in visitors were slightly lower in the month of November; however, phone and website requests for information have been steadily increasing.

- Data mining from visitbigskymt.com is now being included. Many visitors are already preparing for their summer trips to Big Sky.
 - 36% of visitors are from Montana while 63% remain out-of-state or international travelers.
- **Economic Development—Social Media**
Andrew Peterson, Marketing and Public Relations Coordinator
 - MTOT conference reaffirmed what we are accomplishing with social media aligns with the states social media goals.
 - VBS is doing really well. 92% of bigskywinter.com traffic is from the US. 20% is from the state of Montana of that 92%.
 - Biggest Skiing in America had over 25,000 visits in the first two months. Last year’s total site visits were 35,000. There have been 16,000 visitors to bigskywinter.com for the month of November alone.
 - VBS has campaign audit this week in order to continue to optimize our websites. We want to create more personal aspects to the website. We also want to increase SEO to bigskywinter.com.
- **Economic Development—Housing Planning Process**
Kitty Clemens, Executive Director
 - Kitty talked to one of the data analysts at Economic and Planning Systems yesterday. They are having a difficult time finding Madison County housing data.
 - Kitty asked Kevin Germain if there is a good resource for Madison County data. Kevin offered to assist in the process.
 - Economic and Planning Systems has also suggested an employer survey. Kitty would like to take any further decisions on housing to the steering committee. The housing committee is going to design the survey and analyze the survey. The survey would cost about 5,000 dollars.
 - After a short discussion, the board agreed to allow for any further decision on housing to be discussed at the steering committee.
- **Non Agenda Items—Ribbon Cutting**
 - There is another ribbon cutting tonight at East Slope Outdoors from 5:00 p.m. to 7:00 p.m. All members and board members are encouraged to attend.
- **Parking Lot**
 - The Tourism Master Plan Process was briefly discussed.
- **Adjourned**
 - Kevin Germain made the motion to adjourn and it was seconded by Sara Griffiths. With no other business the meeting was adjourned at 10:26 a.m.