



**BIG \* SKY**  
CHAMBER OF COMMERCE  
CONVENTION & VISITORS BUREAU

*MEETING MINUTES*

**Chamber Board**

**55 Lone Mountain Trail | Big Sky, Montana 59716**

**406-995-3000**

**November 12, 2013**

[www.visitbigskymt.com](http://www.visitbigskymt.com)

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

**Teleconference:** Victor DeLeo teleconferenced until 10:01 a.m.

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

**Call to order:** 9:01 a.m.

**Visit Big Sky Liaison Report**

John Richardson, Treasurer

- There has been a lot more traffic to the Biggest Skiing in America website. The December Chamber board meeting will have an in depth report on VBS.
- Discussion Item: John Richardson explained the VBS advertising initiatives in regards to billboard ads in San Francisco, *Sunset* ads, and Adara and Jumptap applications.
- Kitty explained VBS chose to advertise in San Francisco in order to further develop the market created from recent flight guarantees made by Big Sky Resort.
- Dave suggested pushing Bozeman Yellowstone International Airport to be a major player in the future so that international travelers can start their mutli trips in Bozeman instead of Salt Lake, Denver, or Calgary. That way, we can extend their stays in Big Sky and Yellowstone instead of them going to other parks like Moab, Glacier, or Rocky Mountain National Park.
- The board discussed cc'ing the VBS board on minutes and vice versa in order to improve communication dissemination.
- Kitty discussed the VBS newsletter to the Chamber board.

## DISCUSSION ITEMS

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- **Greg Pack's Resignation from the Chamber Board**
  - Greg Pack will be moving to Telluride. He accepted a position as the President/GM at Telluride Ski & Golf.
  - Greg Pack recommended Kevin Germain to be his replacement on the Chamber board. Dave agreed that Kevin would be an excellent replacement on the board because he already has a footprint in the community and could be an excellent liaison for Cross Harbor.
  - Shawna Winter made the motion to nominate Kevin Germain to the Chamber board as Greg Pack's replacement. Bill Simpkins seconded the motion.
  - The board voted and the motion passed unanimously.

## ACTION ITEMS

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- **Approval of Minutes**
  - Motion to approve minutes was made by Victor DeLeo and seconded by Shawna Winter. The motion passed unanimously.
- **Moving the Visitor Center**
  - Brian Dolan is unsure of providing a long term lease. He will know more by the end of the year.
  - Brad Parsch, owner of the land that is currently being leased to East Slope Outdoors, wants to sell his property. He would be interested in creating a long term lease with the option to purchase.
  - Rent would be \$300 a month less than we pay now and includes utilities. That will bring us about \$10,000 less in operating costs annually. However, a number of improvements need to be made to the building's interior
  - The advantage to this new space is that visitors will not have to turn off the highway to stop at the center.
  - Discussion took place between the entire board as to the pros and cons of moving the visitor center to a new location
  - The board has decided to pursue acquiring further information regarding the possibility of moving the Visitor Center, but will not decide anything today.

## INFORMATION ITEMS

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- **Director's Report: Housing Plan Kick Off**  
Kitty Clemens, Executive Director
  - There is a reception tonight for EPS. The goal of the meeting is to allow people to speak candidly about their housing concerns in order to create a market analysis for Big Sky's housing needs.

- Dave believes that now is the time to get information together on affordable housing. This is the first time we have tried to tackle this community problem with professional help.
  - **Standing Agenda Items**
  - **VIC Report Holiday Lighting**  
Marci Lewandowski, Staff
    - We have collected bids from a number of landscaping/holiday lighting companies.
    - We feel the bid from NPK is a bid that will provide the holiday lighting we want at the most affordable rate.
    - This year's holiday lighting plan was presented to the chamber board with a supplemental written report including NPK's estimate.
  - **VIC Web Statistics**  
Andrew Peterson, Staff
    - There has been increased traffic to the site. The website's bounce rate is lower, and site duration is increasing.
    - More people seem to be going straight to Biggest Skiing in America instead of visitbigskymt.com. Many people are looking for lodging options.
    - There have been 60,000 page views since the site launched on July 26, 2013.
    - Social media numbers are up. Big Sky is currently in the middle of *Powder Magazine's* Ski town throw down against Crested Butte. We won the last round against Alta, Utah. We beat Steamboat Springs in the first round.
  - **Membership Report**  
Danielle Miller, Staff
    - Blue Water Task Force is our newest member.
    - There have been a few dropped members. Some have dropped, but others have just closed or moved away.
    - Total members are still hovering around 370.
    - Accounts receivable is at \$16,000.
- Total Resource Campaign**
- It has been a great experience to find new business centers.
  - Danielle believes that people will be really interested in the campaign.
- Ambassadors Program**
- The ambassadors program will plan more events such as ribbon cuttings and first dollar presentations.
  - The first ribbon cutting/first dollar presentation will be for Grizzly Outfitters on Dec 4. The second will be at East Slope Outdoors' new space in Town Center.
  - Other possible ribbon cuttings will be the Hungry Moose's location in the Mountain Mall and Lone Peak Brewery, who is thinking of serving breakfast.

**Banner Program**

- There will be a meeting tomorrow for the banner program. Outlaw's initial designs will give us a vision of what the banners will look like.
- The banner ads are limited to members on the Andesite level or above.
- Danielle believes it will be a great way to increase membership levels in the future.

- **Non Agenda Items**

- The health care reform meeting was last Wednesday. It was very successful. Joe Miller from First Security Bank wants to hold more classes like the Health Care Forum in the future.
- Staff is making sure we are increasing professionalism in the emails we send. We are continuing to insure templates are differentiated visually and multiple emails are not sent in the same day.

- **Parking Lot**

- Danielle said Joe Miller from First Security Bank is able to give marketing classes.
- Dave and Danielle both went to the Bozeman Chamber's meeting and found an excellent speaker for Big Sky's Business Expo.
- The Bozeman Expo did not have break-out sessions, but the Big Sky expo could have them.

- **Adjourned**

- Sarah Griffiths made the motion to adjourn and it was seconded by John Richardson. With no other business the meeting was adjourned at 10:49 a.m.

Respectfully submitted,  
Marci Lewandowski  
Visitor Services Manager  
Big Sky Chamber of Commerce