

WHITEFISH

• MONTANA •

CONVENTION & VISITORS BUREAU

Board Meeting Minutes

Monday, June 15, 2020

2:30-4:30 pm

Location: via Zoom Conferencing

Meeting called to order at 2:40 pm by Zak Anderson of the WCVB Board of Directors

Introductions:

Board Members in Attendance:, Jessie Farnes, Mariah Joos, Erica Terrell, Edna White, Nick Polumbus, Zak Anderson, Rhonda Fitzgerald

Absent: Luke Walrath, Jenny Cloutier

Quorum met with seven of nine members.

Staff & Agencies: Dylan Boyle (WCVB Executive Director), Dan Hanson (WCVB Marketing & Sales Coordinator), Sarah Stewart (WCVB Office Manager), Lisa Jones & Brian Schott (LJ Communications) & Luke Benz (DVA Advertising)

Public Attendees:

Approval of Minutes

Mariah Joos motioned to approve the May 11, 2020 minutes. Motion was seconded by Jessie Farnes - passed unanimously

Public Comment: No public comments made.

Guest Presentation: *None*

Agency Reports:

Agency DVA report – Luke Benz (DVA)

Spring Media Update : Web traffic: Year over Year traffic down because of cutting paid digital, Cost Per Click and Click Through Rates are strong. May overall users were down b/c no paid digital but organic traffic was up. Month over Month organic traffic up significantly. Montana traffic has bounced back: Kalispell, Whitefish, Bozeman top sources. Organic Search is the top traffic source.

PR Report - LJ Communications

Public Relations Report: Brian discussed the Meltwater report in regards to the Whitefish Protest, it got a lot of press (125 different press reports, not including broadcast) all trending negative. Mayor and City Mgr received negative emails. Lisa - it was shared (alot) on social media which isn't included in this report. General articles about Covid & Whitefish Mtn Resort also appeared in the report. Lisa: Focusing mostly on the Whitefish Covid Cares, but there are alot of other stories going on (Protest, Microburst). LJ Communications has decreased their rate in order to give service for the rest of the year. They are out of hours for

this Fiscal Year. Working on media & other outreach. Working with an LGBTQ Travel Writer who is an RN. Reluctant, to have travel writers in if we are not being good role models of safe Covid behavior. Nick, Jessie, Edna talked about what steps their businesses are doing in regards to Covid safety precautions. Some visitors react strangely and seem put off by the Covid measures taken, (i.e. like when employees are wearing masks).

Committee Reports:

WCVB Finance Committee:

2019 990 Tax Return was sent to Board members in their board packets for review.

Rhonda Fitzgerald motioned to approve the 2019 990 Tax Return as prepared by our Accountant & recommended by the Finance Committee, Edna White seconded - passed unanimously.

Went over the FY20 & FY21 Revised Budgets in light of COVID-19.

FY20 – Private budget – & FY21 – Private budget – were reviewed as they stand now. The Finance recommended that the Board approve the changes.

Erica Terrell motioned to approve the changes to the FY20 & FY21 Private Budgets as recommended by the finance committee, Mariah Joos seconded - passed unanimously.

Rhonda let the board know that we have the ability to borrow EIDL funds if necessary (2.75% up to \$150K) if the board thought that was needed.

WCVB Marketing Committee:

The Marketing Committee met to discuss a responsible travel pledge in regards to the sustainable tourism aspect. Tabled for now due to everything else that is going on.

STAFF Reports:

Marketing & Sales Report:

Dan Hansen : Social Media: Facebook engagement dropped in May, but Instagram was strong. Facebook, organic growth was down. Top FB posts were all Glacier Park related. Instagram top posts were a mixture of Whitefish Lake/GNP posts. Instagram audience growth was up as well as impressions & engagements. Worked with DVA and Pete Thomas about "Gravel Riding around Whitefish article" which was published on our site and social media. Coming up Peloton Photoshoot & Going to the Sun Rd. Video.

Director's Report:

Dylan Boyle: April lodging stats - occupancy rate was down 50.9%, ADR down 21.4%. Dylan sent out a lodging survey that is due today. FY21 Marketing Plan has been approved by the Tourism Advisory Council. Tourism Education Program - the Dept of Commerce and Dept of Health are the push behind this, funds not available for existing responsible tourism programs.

New Business

1.) Election of Officers/Committee Appointments

Jessie Farnes made a motion to approve the following officers to serve in FY21: Zak Anderson, Chair, Erica Terrell, Vice Chair & Rhonda Fitzgerald, Secretary/Treasurer, Nick Polumbus seconded, passed unanimously.

2.) The Board was asked to get behind sending a "Letter of Support" to the Governor about the National Guard's screening of visitors and that we support those efforts. Dylan volunteered to write the letter.

Zak Anderson, motioned that we send a letter of support to the Governor's office in support of the National Guard screening of visitors, Jessie Farnes seconded, passed unanimously.

3.) How to pursue TPA & Public Funds Delinquencies

Dylan talked about how we are experiencing some serious delinquencies in TPA and in our Public Funds collections. Rhonda suggested that the City Manager/Finance Director might want to contact the Dept of Revenue to see what's going on with the Public Funds collections. What about TPA? - An old policy was that a Board Member would contact severely delinquent members. Rhonda wasn't sure if it was all that effective. Erica, late fees should be waived, Zak agreed. Just keep in contact with the past due members.

Old Business

None

Board Member Round Table:

Zak presented the questions "How do we get our member businesses on board with our Covid Cares Messaging?" A lively discussion ensued.

Nick Polumbus made a motion to adjourn at 4:40 pm, Jessie Farnes seconded the motion – passed unanimously.

The next WCVB meeting will be held starting at 2:30pm on August 10, 2020 at Location TBD

Signature:



Date:

8/10/20