

WCVB Minutes
Monday, October 28, 2013
3:00 PM
Rocky Mountain Lodge

Erica Coffman, Chair of the WCVB, opened the meeting at 3:05 pm.

Rhonda Fitzgerald, Scott Ringer, Luke Walrath, Nick Polumbus, Barb Brant, Bruce Haller, Zak Anderson, Jan Metzmaker, and Sara Tate were in attendance
Excused absence- Jake Cook

Present: Lisa Jones , LJ Communications, John and Jen Frandsen, Old Town Creative, Marc Ducharme

Erica welcomed the group and asked for introductions.

No Public Comment

Nick moved and Zak seconded a motion to approve the August 19, 2013 minutes. Approved unanimously.

Financials

There was a lot of discussion about the timing of when financials are received and when we have board meetings. The board would like the last full month reported and arrange Della's schedule so we get the information needed. The meeting with Della, Rhonda and Jan did not happen so we did not have the financial questions answered.

Bruce Haller moved and Zak Anderson seconded a motion to table the Financials until Rhonda, Jan and Della meet to get the information requested.

Another discussion followed regarding increases to the budget needed to accommodate various projects.

Director's Report

We have a new lease that raised our rent just \$30, bringing it to \$500/month. Now that we know we are staying in one place, Jan will order our own wireless connection. She attended the Minneapolis Ski Show and although we spoke with many, many people, the show is shrinking and the sponsor, BEWI said it would NOT do the show again next year. Jan also met with two groups wishing to bring large events to Whitefish. The American Speleological Society would like to bring 1,000 members in 2015-2016. The Great Adventure Dual Sport Adventure Rally would like to come to Whitefish in the next year or two. She is working with the Crown of the Continent Steering Committee, Dylan Boyle and MTOT to get CTOC off our books.

MTOT Winter Campaign

Warren Miller-8 minute segment with Sponsorships. Cost is \$1.5 million which is 1/3 of the paid media budget for FY 14.

The strategy is telling the winter story. The national market includes print and online with key feeder markets in OOH and radio. Geo-targeted. Begins October and ends in Feb. 2014. They are focusing on more markets but not as deeply. More drive and regional Still doing MN, Sea, Chi and Portland plus more targeted by adding Boise, Spokane, San Francisco, Dallas. Also including the WME tour markets.

Doing online radio – Pandora and Social Media and PR which drive traffic to websites.

WME is 190 shows in 80 markets. The creative message is similar to Step out of Bounds but is sensitive to the liabilities of out of bounds skiing which made ski partners uncomfortable.
New winter concept is Go Deeper. Invite audiences to go beyond the trivial and get a depth of experience.
Has nice commentary.

Print ads are nature-made full depth of experience. Coops \$275,000, 33% of the FY 14 print spend. Mostly spreads and not single ads. Using a WMR photo pulling in the caption of MT Moments. Also a night ski winter wonder photo. Using an Andrew Evans Nat Geo blogger photo of GNP.

Online \$603,000- 33% of the overall digital FY 14 spend. Online pushes to winter trip ideas. GNP Northern lights. Ski with a MT moment intro in WMR powder

Radio using online spots \$250,000. Pandora winter and ski experience- geo targeted

PR

Go deeper pitches. Going to Boulder, SLC, Sea and LA shows.

Social Media integrate with WME

Get to the #Montanamoment

Get more ski and travel ideas. Start the conversation

Digital wintermt.com Tumblr and skimt.com #mtmoment

WME video showed to 500,000 attendees. Scott Schmidt

\$350,000 spend with \$50,000 coming from MSAA and \$5,000 from WCVB.

AERO

A discussion about our participation in AERO included a motion:

Rhonda moved to commit at least \$10,000 this year from our retained earnings with a subsequent 2-3 year commitment based on the air service chosen that meets the needs of the WCVB. It was seconded by Nick and approved unanimously.

The board was asked to consider the criteria needed for air service including the following;

Chicago year-round, a market where the MTOT is already promoting Montana, commitment to promote the flight so it is successful, WCVB getting full voting privileges, etc.

Jan will find out when the next AERO meeting is scheduled and will need criteria submitted by that date.

PR

Lisa Jones provided the latest information on PR activities. A very nice article on the WF Trail is in *Free Hub Magazine* and *Dirt Rag* with a biking emphasis. We were on the *Today Show* pitching fall colors. We will be in *Powder*, *Travel and Leisure*, *CNN* online Best Ski Run, *USA Today Go Escape*, *Ski Magazine* placed WMR at #24, will also be in the next Red Hot Deal, *Mountain Magazine* and *Spirit of the West*. Lisa reported on where they were in the budget. For database and clipping they had 48 last year and 96 clips already this year. Online media Meltwater service costs increased. Media Relations- they responded to the AP story on GNP closure. They are now working on winter media pitches and responses. Social Media- *Powder Magazine* Throw Down. Jerry Hanley, who has created a lot of winter video for us would like the old Mountain videos for his website and Facebook page with 20,000+ likes. There have been many content needs for the new website, rewriting our page on visitmt.com, *NatGeo Traveler*, *iExplore* and the new travel guide was edited. Also sent out eNewsletters.

Lisa said they will have an Amtrak Ticket to Ride press trip over Winter Carnival with 6-8 journalists. We just had a press trip with a Swedish writer with *Vagabond Magazine* and are considering a Calgary blogger and a writer from the Netherlands if MTOT will assist with the flight.

There will be two media events centered around the Calgary Snow Show and Warren Miller in Seattle, both with Glacier Country. Lisa or Riley will also be interviewed by Calgary's biggest TV network, Global Media.

The WCVB is still sponsoring Olympic hopeful Maggie Voisin and Parken Costain. The contracts involve photo shoots, media and begin January 1. Cost is \$3,000 for Maggie and \$1,500 for Parken plus a ski pass.

Lisa will write a letter to Karen Baker, President of the Chamber to request that the Chamber adhere to the terms of the MOU which states that any media inquiries regarding tourism go to LJ Communications.

The board looked at the PR budget. Costs have gone up and we have asked Lisa and Brian to do more things that are not necessarily spelled out in the contract.

Rhonda moved to increase the PUBLIC Photography budget by \$3,600 and create a new line item for CONTENT for \$15,000 from either retained earnings or increased collections Also put \$2,500 into Website Development. Motion was seconded by Scott and approved unanimously.

Marketing Committee

Jen showed the new winter ads and creative and the responsive design of the website. The Portland winter Campaign for \$6308 was recommended for approval by the Marketing Committee. Nick moved and Zak seconded the motion to approve. Unanimously approved.

Lift Ticket Member Benefit

Nick said the Mountain could not afford to have this apply just to WCVB members and nonmember requests for cheaper lift tickets for packaging would be honored.

Old Business

Status of Jan's successor. Nick, Rhonda, Erica and Jake are on the committee which received over 25 resumes. The group was whittled down to 10, who were sent written questions. The committee will interview 4 candidates in person November 4-7. They hope to select after the interviews and have a person on board December 1.

Jan stated that we should have a member section on the website so anyone can access our agendas, minutes and information about the Board.

Scott moved and Zak seconded a motion to adjourn at 6:00 pm.

Next meeting will be the Annual Meeting on December 9, 2013. Place to be determined.

Signature:

Date: