

WHITEFISH

• MONTANA •

CONVENTION & VISITORS BUREAU

Board Meeting Minutes

Monday, March 9, 2020

2:30-4:30 pm

Location: Whitefish City Hall

Meeting called to order at 2:38 pm by Erica Terrell, Vice-Chairman of the WCVB Board of Directors

Introductions:

Board Members in Attendance:, Rhonda Fitzgerald, Jessie Farnes, Mariah Joos, Luke Walrath, Erica Terrell, Edna White

Absent: Nick Polumbus, Zak Anderson, Jenny Cloutier

Quorum met with six/five of nine members.

Staff & Agencies: Dylan Boyle (WCVB Executive Director), Dan Hanson (WCVB Marketing & Sales Coordinator), Sarah Stewart (WCVB Office Manager), Lisa Jones (LJ Communications) Christian Folk & Luke Benz [by phone] (DVA Advertising)

Public Attendees:, Courtney Dean

Approval of Minutes

Edna White motioned to approve the Feb 3, 2020 minutes with the amendment from Rhonda that the Board asked for more demographics about the Peloton opportunity during our February 3rd meeting. Motion was seconded by Mariah Joos - passed unanimously

Public Comment: No public comments made.

Guest Presentation: *Dana Smith, new Whitefish City Manager introduction*

Dana talked about several items including: Resort tax is going to be up for renewal soon, (not talking about increasing it) in the Fall of 2021. Continued Depot Park construction and the new Underpass will be happening soon. City Park improvements, Whitefish Trail, Affordable Housing are also a priority. For the future, looking into the expansion of city limits & waste water plan improvements.

Agency Reports:

Agency DVA report - Luke, Christian

Winter Campaign Update : Feb/Winter 2020 recap, Local website and restaurant clicks were up year over year. Occupancy and ADR were also up in January. Facebook Brand Lift Study: had very strong results. The ads caused a 33.2% increase in brand lift (8.6% is average.) YouTube was up from last spring as well. Sojern stats showed that 55% of the people are searching for flights to Whitefish 60+ days in advance. Texas is the top searching state for trips to Montana. On the Snow and Ski Mag referrals had the lowest bounce rates.

Organic traffic was down 30%, Direct traffic was up 53%. "Book now" clicks are down YoY and MoM and so were email sign ups. Restaurant "Reserve Now" clicks" were up. Top referral traffic came from our Kiosk Wifi & NY Times article. Organic decrease reasons are as a result from the technical way the site is constructed and the content of the site. The sudden decrease doesn't correlate with a new site launch so we need to understand exactly what is going on.

PR Report - LJ Communications

Press trips - 3 were hosted last month: Afar Magazine, Picture Press Trip, PR Partner Fam Trip. There have been a lot of changes at the State level. Rhonda noted that we need to know what is going on at the State. Lisa also reviewed the recent press articles about Whitefish. Meltwater report showed a large exposure from the NY Times article "52 places to go in 2020". 124 million people reached through these articles.

Committee Reports:

WCVB Marketing Committee:

Dylan: reviewed the Marketing Committee's recommendation for the FY21 Mktg plan.

Discussion ensued to revise our Spring & Fall demographic description to: The target audience for this time period are those 35 years & older, with a Household Income (HHI) of \$75K+ and whose travel or vacation is not restricted to an academic calendar. The Winter Season Demographics is the same but with a HHI of \$100K+

Missoula is a large percentage of our Visitor expenditures, we will market to them using private funds only.

MSA stands for Metropolitan Statistical Area, DMA is Designated Market Area this needs to be identified in the plan (don't just use the acronyms)

Social Media, Social Media Tracking, Group Sales - Dan reviewed FY21 Goals & changes that the Mktg Committee identified.

Mariah Joos made a motion to approve the narrative with edits as discussed, Jessie Farnes seconded, passed unanimously.

Dylan reviewed the Finance Committee recommended edits pertaining to: Changes in PR Budget, Opportunity Marketing & (Sustainable) Tourism Master Plan budget line items as well as Seasonal Media Buy Split & Seasonal Placement Breakdown.

Jessie Farnes made a motion to approve the Marketing Budget changes as recommended by the Finance Committee, Mariah Joos seconded, passed unanimously.

WCVB Admin Committee:

Dylan's job performance was reviewed as very good to exceptional and recommend a 3% raise for him.

Rhonda Fitzgerald made a motion for a 3% raise for Dylan, Jessie Farnes seconded, Edna White questioned if 3% is high enough, given Dylan's performance. Motion tabled for further discussion.

WCVB Finance Committee:

Dylan let everyone know that there was a mistake in the amount of money we just received from the State in their latest payment to us. Additionally there is a delinquency in payments to the State which needs to be investigated.

Rhonda: Things look pretty healthy for TPA, especially restaurants.

Jessie Farnes motioned to approve the financial report, noting there was an error in bed tax funds we received, Erica Terell seconded - passed unanimously.

STAFF Reports:

Marketing & Sales Report:

Dan Hansen : Reviewed VIC, Social Media stats

Director's Report:

On April 6, 2020 Dylan will present the FY21 Marketing Plan to City Council. Mariah is working on the Sustainable Tourism Mgmt Plan Draft and will submit it on Tuesday, March 10. Covid-19: as of right now there aren't any cases in MT and so far, no restrictions on domestic travel. Also working with DVA on messaging re: Covid-19. We are being pro-active on the situation.

New Business

No new business

Old Business

Desimetrics: - no additional info at this time.

Board Member Round Table:

Luke mentioned that he would like to re-up as a board member, but has to leave our meetings prior to 4 pm on Mondays for a long standing committment. Rhonda said that board members should come to meetings & we can possibly change the time/date of the meetings to adjust to Board Member's schedules.

Jessie Farnes made a motion to adjourn at 5:16 pm, Rhonda Fitzgerald seconded the motion – passed unanimously.

The next WCVB meeting will be held starting at 2:30pm on April 13, 2020 at Whitefish City Hall.

Signature:



Date:

5/12/20