

# WHITEFISH

## • MONTANA •

CONVENTION & VISITORS BUREAU

Board Meeting Minutes

Monday, May 11, 2020

2:30-4:30 pm

Location: via Zoom Conferencing

Meeting called to order at 2:35 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 (left early), Jenny Cloutier, Rhonda Fitzgerald (arrived late)

Absent: Luke Walrath

***Quorum met with seven/eight 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) & Mary Angelo (DVA Advertising)

Public Attendees: Chris Schustrom, Whitefish Shines, Mylissa Edwards & Lisa Brown from TownePlace Suites

### Approval of Minutes

**Edna White motioned to approve the March 9, 2020 minutes. Motion was seconded by Jessie Farnes - passed unanimously**

Public Comment: No public comments made.

Guest Presentation: *Chris Schustrom, Whitefish Shines (Grant recipient)*

Thank the WCVB for supporting 6 new strings of Christmas garland and lights on Spokane & Railway to Depot St. and Central Ave & Railway (each costs \$900 to build) Most materials were sourced locally.

Agency Reports:

### **Agency DVA report – Mary Angelo (DVA)**

Spring Media Update : Phased recovery media plan, it will include advertising in the Summer, spending money earmarked for Spring but was never spent. Targeting intra-state & cross-state visitors in drive markets. Content boosting of organic social media, articles, etc. Paid ads will start with a concentric circle pattern (Missoula, Great Falls, etc.) then Spokane, Bozeman, then adding Canada, then adding in Seattle (6+hr driving). All digital - so we will

be very fluid to make changes. Mary also discussed some tweaks to the Wander campaign, making changes to the copy to welcome back visitors. "Wander Again"

### **PR Report - LJ Communications**

Public Relations Report: Extensive Crisis Communications activities have been happening since March 3<sup>rd</sup>. There was a lot of teamwork on this, between PR, WCVB and the City providing public information, (Kalispell Chamber and Glacier Country Tourism too.) PR is reducing their hrs for the rest of the FY due to the amount of time they've spent on COVID-19 communication. LJ and Brian will tag-team.

Lisa asked for input from the board re: messaging. Discussion ensued.

### **Committee Reports:**

WCVB Finance Committee:

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

FY20 – Private & Public budgets – Dylan reviewed the major changes to the Income & Expenses for the rest of the year. Public dollars generally can't be spent on in-state marketing.

FY21 – Private & Public budgets – Dylan reviewed the major changes to the Income & Expenses for FY21. Private budget is being cut close to \$220K. Notable expense cuts in Marketing dollars: Groups Marketing, Advertising, Agency Contracts & Photo/Video. Public budget for FY21 reduced by 50%, this has already been approved by City Council.

**Mariah Joos motioned to approve the changes to the FY21 Private Budget and FY20 Private and Public budgets as recommended by the finance committee, Nick Polumbus seconded - passed unanimously.**

WCVB Marketing Committee:

Spring Media Update

**Jessie Farnes made a motion to approve the revised Spring marketing plan as recommended by the Marketing Committee discussed during DVA's presentation, Mariah Joos seconded, passed unanimously.**

STAFF Reports:

Marketing & Sales Report:

Dan Hansen : Reviewed Social Media Profile Snapshot, impressions dropped (less paid advertising) but engagement per impressions went way up.  
Reviewed the PSA videos that were produced for the City's YouTube channel and with members on Facebook videos (Delia Pilates & Sobba Cycle). Good response on all of them.

Many website changes the past few months and more are planned for the future.

Director's Report:

Dylan Boyle: Reported on Travel Sentiment, 36% percent of American travelers plan to travel between now and the end of August. Rhonda asked, can we influence the park to stay open and keep it open through Oct, since Oct seems like a higher travel month? The sources of information that people trust when planning their travel. 44.2% trust the local tourism office (that was in the top 3 sources after State tourism office and Friends/Family)

Airport & Airline Travel: Nationally, we are currently at 1950's levels of air service. GPIA postponing terminal expansion until 2021, no new or expanded service for the next 12-24 months.

**New Business**

None

**Old Business**

None

**Board Member Round Table:**

Edna, the Desimetrics data would be very helpful during this time. Should we find a way to fund it? Dylan said he'd be willing to reach out to them for a discount. Rhonda wants to make sure the data will be accurate. Discussion about what the lodging properties were seeing for the upcoming months ensued.

**Nick Polumbus made a motion to adjourn at 4:44 pm, Jenny Cloutier seconded the motion – passed unanimously.**

The next WCVB meeting will be held starting at 2:30pm on June 15, 2020 at Location via Zoom

Signature:



Date:

6/16/20