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406-556-8680

# **BOARD OF DIRECTORS MEETING**

## AGENDA OF BUSINESS

**VIRTUAL Meeting**

[**https://www.google.com/url?q=https://us06web.zoom.us/j/85257915588?pwd%3DdivFvtWWaMh0bChaDuDpaiZMFe1o6b.1&sa=D&source=calendar&ust=1737840637078681&usg=AOvVaw0JS3rSsng0lSAz4kzhOkGf**](https://www.google.com/url?q=https://us06web.zoom.us/j/85257915588?pwd%3DdivFvtWWaMh0bChaDuDpaiZMFe1o6b.1&sa=D&source=calendar&ust=1737840637078681&usg=AOvVaw0JS3rSsng0lSAz4kzhOkGf)

**Tuesday, January 28, 2025**

**\*\*YCMI meetings are open to the public\*\***

**11:00 AM Cultural Tourism Committee meeting**

**BOARD MEETING** (Public may comment on any agenda item at the time of discussion)

**2:00 PM** **Call to Order**

 **Roll Call & Introductions**

 **Public Comment**- (attendees may also offer public

 comment during each agenda item discussion)

* **VIC Presentations/Reports: Red Lodge, Livingston**

**Marketing-Website Report/Actions**- (Erin O.-chair)

* **Windfall, Inc**. **Updates** (Cassidy D.)
* Warm Season Media Placement recommendation—action item
* Campaign/Program Updates
* Cultural Treasures/Trail (TBD) update

**Communications Report** (Kali G.-Assistant Director)

**Partner Updates:**

* **Bozeman Yellowstone International Airport** (BZN)-Scott Humphrey
* **Yellowstone National Park** (YNP)
* **Tourism Advisory Council** (TAC)
* **Destination MT** (Dept. of Commerce)
* **DMO/Community Updates**-**YC in a Minute**

 **Tabled Business**

**New Business**-discussions, updates, and/or action

Items

* November Meeting Minutes-approve as written
* Cultural Tourism-grant recommendation (Loretta H. Chair)
* Strategic Planning update (Erika A.-Chair)

**Reports**

**President’s Report** (Anner M.)

**Treasurer’s Report** (Marilyn S.)

* Monthly Financial & Budget reports-approve as presented

**Executive Director’s Report** (Robin H.)

**5:00 PM** **Adjourn**

**Next YCMI BOD Meeting: March 18, 2025 (virtual via zoom)**