





313 W. Mendenhall St. | P.O. Box 3048 | Bozeman, MT 59772 | VisitYellowstoneCountry.com 406-556-8680

# **BOARD OF DIRECTORS’ MEETING**

## AGENDA OF BUSINESS

Bearstone Café, 565 N. 9th Street, Columbus, MT 59019 406-290-5105

**Tuesday, April 15, 2025**

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

**1:00 PM 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)

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

* **Windfall, Inc**. **Updates** (Jim M., Cassidy D.)
* Conversion Study Results report
* Travel Trends report
* Arts & Culture projects discussion
* Ranger & Peak of Adventure campaign discussion
* Backstories video—B-Bar Ranch

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

**Partner Updates:**

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

**Tabled Business**

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

Items

* March Meeting Minutes-approve as written
* Cultural Tourism-grant recommendation (Loretta H. Chair)
* FY 26 DMO Plan narrative & budget approval
* Officer elections
* Board of Directors reappointments

**Officer 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-May 20, 2025--Carbon County**