



**Great Falls Montana Tourism Boards of Directors Meeting | Great Falls Convention and Visitors Bureau Board of Directors and Great Falls Tourism Business Improvement District Board of Directors Minutes**

Thursday, June 15, 2017 | 9:00 AM – 10:35 AM | Great Falls Area Chamber of Commerce Lower Level Video Conference Center, 100 1<sup>st</sup> Avenue N, Great Falls, Montana

**Tourism Business Improvement District Board:** Scott Shull, Sandra Johnson-Thares, Malissa Hollan, Laurie Price, Scott Arensmeyer

**Convention and Visitors Bureau Board:** Tom Alfrey, Michelle Dahl, Patty Readon, Peggy O'Hare, Jackie Slovak

**Staff:** Rebecca Engum, Vanessa Hayden

**Guests:** Art Taft, Wayne Thares, Kaylene Kershner, Scott Lettre, Gayle Fisher, Brett Doney

9:00 | Welcome, Introductions, Call to Order and Approve Minutes – Tom Alfrey  
Convention and Visitors Bureau Board of Directors  
a) approve/reject 5-18-2017 Minutes

**CVB ACTION TAKEN**

Motion made to approve 5-18-2017 Minutes. Seconded. No discussion. All in favor. None opposed. The motion passed.

9:02 | Call to Order, and Approve Minutes - Scott Shull  
Tourism Business Improvement District Board of Directors  
a) approve/reject 5-18-2017 Minutes  
b) approve/reject 5-25-2017 Minutes  
c) Accept excused absences:

**TBID ACTION TAKEN**

Motion made to approve 5-18-2017 and 5-25-2017 Minutes. Seconded. No discussion. All in favor. None opposed. The motion passed.

9:10 | Great Falls Montana Tourism FY 18 Performance Dashboard – Rebecca Engum  
Convention and Visitors Bureau Board of Directors approve/reject FY 18 Performance Dashboard

**CVB ACTION TAKEN**

Motion made to approve/reject FY18 Performance Dashboard. Seconded. No discussion. All in favor. None opposed. The motion passed.

**Mission**

To passionately promote Great Falls Montana as a preferred destination for travelers, tourists and conventions to visit, stay, experience, and return.

Tourism Business Improvement District Board of Directors approve/reject FY18 Performance Dashboard

TBID ACTION TAKEN

Motion made to approve/reject FY18 Performance Dashboard. Seconded. No discussion. The motion passed.

- 9:23 | Convention and Visitors Bureau May Financial Review and Visitor Center Commitments – Rebecca Engum  
Convention and Visitors Bureau Board of Directors accept May Financials.

CVB ACTION TAKEN

Motion made to accept May Financials. Seconded. No discussion. All in favor. None opposed. The motion passed.

Convention and Visitors Bureau Board of Directors approve/reject relinquishing Tourism Business Improvement District from \$15,000 FY17 Visitor Center commitment.

CVB ACTION TAKEN

Motion made to approve relinquishing Tourism Business Improvement District from \$15,000 FY17 Visitor Center commitment. Seconded. No discussion. All in favor. None opposed. The motion passed.

- 9:28 | Tourism Business Improvement District Financial Review – Rebecca Engum  
Tourism Business Improvement District Board of Directors accept May Financials.

TBID ACTION TAKEN

Motion made to accept May Financials. Seconded. No discussion. All in favor. None opposed. The motion passed.

- 9:30 | Convention and Visitors Bureau Board of Directors Officer Election – Jackie Slovak  
Convention and Visitors Bureau Board of Directors elect officers.  
Nomination Slate: Brett Doney | President  
Kaylene Kershner | Vice President  
Scott Lettre | Treasurer

CVB ACTION TAKEN

Motion made to approve the slate as presented. Seconded. No discussion. All in favor. None opposed. The motion passed.

- 9:35 | Tourism Business Improvement District Board of Directors Officer Election – Sandra Johnson-Thares  
Tourism Business Improvement District Board of Directors elect officers.  
Nomination Slate: Scott Shull | Chair  
Malissa Hollan | Vice Chair  
Scott Arensmeyer | Secretary/Treasurer

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TBID ACTION TAKEN

Motion made to approve the slate as presented. Seconded. No discussion. All in favor. None opposed. The motion passed.

- 9:40 | VisitGreatFallsMontana.com Domain Purchase – Rebecca Engum  
Tourism Business Improvement District Board of Directors approve/reject purchasing VisitGreatFallsMontana.com Domain for up to \$5,000.

TBID ACTION TAKEN

Motion made to approve purchasing VisitGreatFallsMontana.com Domain for up to \$1,000. Seconded. No discussion. All in favor. None opposed. The motion passed.

- 9:54 | Executive Director Report – Rebecca Engum

Rebecca Engum provided report.

- 10:00 | Performance Dashboard Review – Rebecca Engum

Rebecca Engum provided report.

- 10:05 | Montana ExpoPark – Rebecca Engum

Tourism Business Improvement District Board of Directors take action as deemed necessary.

No action taken

- 10:20 | Visitor Center Relocation – Rebecca Engum

Take action as deemed necessary.

No action taken

- 10:22 | Tourism Business Improvement District Renewal – Rebecca Engum

Take action as deemed necessary.

No action taken

- 10:25 | Public Comment – Tom Alfrey, Scott Shull

Opportunity for public comment.

No public comment

- 10:25 | Adjourn – Tom Alfrey, Scott Shull

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