



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

Thursday, February 15, 2018 | 9:00 AM – 11:15 AM | Great Falls Area Chamber of
Commerce Lower Level Video Conference Center, 100 1st Avenue N, Great Falls, Montana

CVB Signature: _____

TBID Signature: _____

CVB Board: Brett Doney, Wayne Thares, Scott Lettre, Jackie Slovak, Peggy O’Hare,
Patty Rearden

TBID Board: Scott Shull, Malissa Hollan, Scott Arensmeyer, Becky Miller, Robert
Dompier

Staff: Rebecca Engum, Vanessa Hayden, Jake Bash

Guests: Sandra Johnson-Thares, Shane Etwiler, Gayle Fisher, Gary DeGoyer, Antonio
Hicks

9:00 | 1. Welcome, Introductions, Call to Order – Brett Doney, Scott Shull

9:02 | 2. Public Comment - Brett Doney, Scott Shull
Opportunity for public comment related to items on the agenda

9:07 | 3. Approve Minutes - Brett Doney, Scott Shull
Convention and Visitors Bureau Board of Directors
a) approve/reject 1-18-2018 Minutes

CVB ACTION TAKEN

Motion made to approve 1-18-2018 Minutes. Seconded. No discussion. All in favor.
None opposed. The motion passed.

Tourism Business Improvement District Board of Directors

a) approve/reject 1-18-2018 Minutes

TBID ACTION TAKEN

Motion made to approve 1-18-2018 Minutes. 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.

9:10 | 4. DESTINÉ *Intended* Great Falls Montana! - Rebecca Engum
Affiliation Agreement | Long-term goals and objectives for Great Falls Montana
Tourism

Rebecca Engum provided report

10:00 | 5. Dans le Savoir *In the Know* – Rebecca Engum
2017 Data Review

Rebecca Engum provided report

10:15 | 6. Convention and Visitors Bureau Membership – Brett Doney
Review Membership Target List

Brett Doney provided report. Will create an event in April for members to learn
about the CVB.

10:20 | 7. Convention and Visitors Bureau Finance Report – Scott Lettre

Scott Lettre provided report

10:30 | 8. Tourism Business Improvement District Finance Report– Scott Arensmeyer
Tourism Business Improvement District Board of Directors accept/reject finance
report as presented.

TBID ACTION TAKEN

Motion made to accept finance report as presented. Seconded. No discussion. All
in favor. None opposed. The motion passed.

10:35 | 9. Supplemental Media Plan – Rebecca Engum
Tourism Business Improvement District Board of Directors approve/deny \$50,000
plus production cost for supplemental media plan.

TBID ACTION TAKEN

Motion made to approve \$43,160 plus production cost for supplemental media
plan. Seconded. Discussion to remove in-market placement. The historic
successful performance of media and projected impressions discussed. All in favor.
None opposed. The motion passed.

11:10 | 10. Executive Director Report – Rebecca Engum

Rebecca Engum provided report

11:15 | 11. Performance Dashboard Review – Rebecca Engum

No report given

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11:00 | 12. Montana ExpoPark – Rebecca Engum

Tourism Business Improvement District Board of Directors approve/deny \$30,000 for Montana ExpoPark enhanced in-depth infrastructure research and report to be used as match for a \$30,000 additional funds request to U.S. Economic Development Administration.

TBID ACTION TAKEN

Motion made to approve \$30,000 for Montana ExpoPark enhanced in-depth infrastructure research and report to be used as match for a \$30,000 additional funds request to U.S. Economic Development Administration. Seconded. Discussed additional future costs, county contribution and need to move project forward. All in favor. None opposed. The motion passed.

11:10 | 13. Announcements – Brett Doney, Scott Shull

Opportunity for updates for the benefit of those present

A Convention and Visitors Bureau bylaw committee appointed.

11:25 | 14. Public Comment – Brett Doney, Scott Shull

Opportunity for public comment related to Tourism in Great Falls, Montana

Local government center training provided by the City of Great Falls highlighted use of email and the suggestion of keeping email communication clean and ready for public purview.

11:15 | 15. Adjourn – Brett Doney

11:15 | 16. Tourism Project Funding Request – Scott Shull

Tourism Business Improvement District Board of Directors approve/deny \$1,000 request for hosting State Class B & C Tennis in Great Falls May 17-19, 2018.

TBID ACTION TAKEN

Motion made to approve \$1,000 request for hosting State Class B & C Tennis in Great Falls May 17-19, 2018. Seconded. Discussion successful historic performance of partnerships with Great Falls Public Schools and hosting High School events. All in favor. None opposed. The motion passed.

11:55 | 17. Adjourn – Scott Shull

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