



**Great Falls Montana Tourism Boards of Directors Meeting Agenda
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

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

Tourism Business Improvement District Board of Directors
a) approve/reject 1-18-2018 Minutes

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

9:35 | 5. Dans le Savoir *In the Know* – Rebecca Engum
2017 Data Review

9:45 | 6. Convention and Visitors Bureau Membership – Brett Doney
Review Membership Target List

10:00 | 7. Convention and Visitors Bureau Finance Report – Scott Lettre

10:05 | 8. Tourism Business Improvement District Finance Report– Scott Arensmeyer
Tourism Business Improvement District Board of Directors accept/reject finance
report as presented.

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

10:25 | 10. Executive Director Report – Rebecca Engum

10:30 | 11. Performance Dashboard Review – Rebecca Engum

10:35 | 12. Montana ExpoPark – Rebecca Engum

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/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.

10:45 | 13. Announcements – Brett Doney, Scott Shull
Opportunity for updates for the benefit of those present

10:50 | 14. Public Comment – Brett Doney, Scott Shull
Opportunity for public comment related to Tourism in Great Falls, Montana

10:55 | 15. Adjourn – Brett Doney

11:00 | 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.

11:15 | 17. Adjourn – Scott Shull

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