



**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**

Tuesday, March 20, 2018 | 9:00 AM – 10:45 AM | Great Falls Area Chamber of  
Commerce Lower Level Video Conference Center, 100 1<sup>st</sup> Avenue N, Great Falls, Montana

**CVB Directors:** Brett Doney, Scott Lettre, Peggy O'Hare-Becker, Kaylene Kershner,  
Michelle Dahl, Jackie Slovak, Patty Rearden

**TBID Directors:** Scott Shull, Scott Arensmeyer, Malissa Hollan, Becky Miller

**Staff:** Rebecca Engum, Vanessa Hayden

**Guests:** Tracy Houck

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

9:02 | 3. Approve Minutes - Brett Doney, Scott Shull  
Convention and Visitors Bureau Board of Directors  
a) approve/reject 2-15-2018 Minutes

**CVB ACTION TAKEN**

Motion made to approve 2-15-2018 Minutes. Seconded. No discussion. All in favor.  
None opposed. The motion passed.

**Tourism Business Improvement District Board of Directors**

- a) approve/reject 2-15-2018 Minutes
- b) approve/reject 3-6-2018 Minutes

**TBID ACTION TAKEN**

Motion made to approve 2-15-2018 Minutes. Seconded. No discussion. All in favor.  
None opposed. The motion passed.

Motion made to approve 3-6-2018 Minutes. Seconded. No discussion. All in favor.  
None opposed. The motion passed.

9:05 | 4. The Great Falls Montana Tourism Future - Rebecca Engum  
Convention and Visitors Bureau Board of Directors approve/reject signing NEW  
partnership agreement with Great Falls Area Chamber of Commerce.

**Mission**

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

#### CVB ACTION TAKEN

Motion made to approve signing NEW partnership agreement with Great Falls Area Chamber of Commerce. Seconded. Discussion focused on keeping a strong partnership with the Chamber of Commerce, outlining roles, and focusing on responsibilities for transition operations and staff. All in favor. None opposed. The motion passed.

Tourism Business Improvement District Board of Directors approve/reject signing NEW partnership agreement with Great Falls Area Chamber of Commerce.

#### TBID ACTION TAKEN

Motion made to approve signing NEW partnership agreement with Great Falls Area Chamber of Commerce. Seconded. Discussion focused on keeping a strong partnership with the Chamber of Commerce, outlining roles, and focusing on responsibilities for transition operations and staff. All in favor. None opposed. The motion passed.

Convention and Visitors Bureau Board of Directors approve/reject management agreement with Tourism Business Improvement District.

#### CVB ACTION TAKEN

Motion made to approve management agreement with Tourism Business Improvement District. Seconded. Discussion on reducing human resource risk and creating an agreement based on how the organizations currently operate. All in favor. None opposed. The motion passed.

Tourism Business Improvement District Board of Directors approve/reject management agreement with Convention and Visitors Bureau.

#### TBID ACTION TAKEN

Motion made to approve management agreement with Convention and Visitors Bureau. Seconded. Discussion on reducing human resource risk and creating an agreement based on how the organizations currently operate. All in favor. None opposed. The motion passed.

- 9:10 | 5. Convention and Visitors Bureau Finance Report – Scott Lettre  
Convention and Visitors Bureau Board of Directors accept/reject finance report as presented.

#### CVB ACTION TAKEN

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

- 9:15 | 6. Tourism Business Improvement District Finance Report– Scott Arensmeyer  
Tourism Business Improvement District Board of Directors accept/reject finance report as presented.

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#### TBID ACTION TAKEN

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

- 9:20 | 7. Annual Airport Baggage Claim Monitor Advertising – Rebecca Engum  
Convention and Visitors Bureau Board of Directors approve/deny \$6,840 plus production cost for Airport Baggage Claim Monitor advertising.

#### CVB ACTION TAKEN

Motion made to approve \$6,840 plus production cost for Airport Baggage Claim Monitor advertising. Seconded. Discussed the location of the monitor, and the great flexibility the monitor provides to quickly promote events. All in favor. None opposed. The motion passed.

- 9:22 | 8. Montana High School Association Board of Directors Meeting Sponsorship – Rebecca Engum  
Tourism Business Improvement District Board of Directors approve/reject \$3,000 to sponsor 2020 Montana High School Association Annual Meeting if awarded the bid.

#### TBID ACTION TAKEN

Motion made to approve \$3,000 to sponsor 2020 Montana High School Association Annual Meeting if awarded the bid. Seconded. Discussion on the dates of the event and the room impact the meeting will have. All in favor. None opposed. The motion passed.

- 9:25 | 9. Smart Meetings Networking Event – Rebecca Engum  
Tourism Business Improvement District Board of Directors approve/reject \$6,500 to attend Smart Meetings meeting planner networking event in Chicago, April 18, 2018.

#### TBID ACTION TAKEN

Motion made to approve up to \$6,500 to attend Smart Meetings meeting planner networking event in Chicago, April 18, 2018. Seconded. Discussion on the processes of the event, not being able to meet the needs of planners, impact and relationships built for long-term return on investment. All in favor. None opposed. The motion passed.

- 9:30 | 10. Montana ExpoPark – Rebecca Engum  
Take action as deemed necessary

No action taken.

- 9:35 | 11. Convention and Visitors Bureau Membership – Brett Doney  
Review Membership Target List and secure commitments to invite to Tuesday, April 10 Member Recruitment Social at Darkhorse starting at 4 pm.

Jackie Slovak provided report.

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9:40 | 12. City of Great Falls Resolution 10059 change request – Rebecca Engum  
Tourism Business Improvement District Board of Directors approve/deny asking  
City of Great Falls to make changes to Resolution 10059.

TBID ACTION TAKEN

Motion made to approve asking City of Great Falls to make changes to Resolution 10059. Seconded. Discussion on the need to have committed Directors, willingness to serve and the City's desire to not set a precedent for one businesses interest as well as the State Law government Business Improvement Districts, the City creation of the District, the separate operations of the District to include finances and insurance, and the ultimate appointment of the City from those eligible in the District. All in favor. None opposed. The motion passed.

9:50 | 13. Executive Director Report – Rebecca Engum

Rebecca Engum provided report.

10:05 | 14. Performance Dashboard Review – Rebecca Engum

Rebecca Engum provided report.

10:10 | 15. Announcements – Brett Doney, Scott Shull  
Opportunity for updates for the benefit of those present

10:15 | 16. Public Comment – Brett Doney, Scott Shull  
Opportunity for public comment related to Tourism in Great Falls, Montana

NO PUBLIC COMMENT

10:20 | 17. Adjourn – Brett Doney, Scott Shull

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