



**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**

Tuesday, April 19, 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

9:00 | 1. Welcome, Introductions, Call to Order – Kaylene Kershner, Scott Shull

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

9:07 | 3. Approve Minutes - Kaylene Kershner, Scott Shull  
Convention and Visitors Bureau Board of Directors  
a) approve/reject 3-20-2018 Minutes

Tourism Business Improvement District Board of Directors  
a) approve/reject 3-20-2018 Minutes  
b) approve/reject 4-5-2018 Minutes

9:10 | 4. Great Falls Montana Tourism Legal Counsel - Rebecca Engum  
Convention and Visitors Bureau Board of Directors select legal counsel to provide  
opinions, direction and defense as needed.

Tourism Business Improvement District Board of Directors select legal counsel to  
provide opinions, direction and defense as needed.

9:25 | 5. Great Falls Montana Tourism FY19 Marketing Plan – Rebecca Engum  
Convention and Visitors Bureau Board of Directors approve/deny FY19 Marketing  
Strategy, Media Plan and Budget.

Tourism Business Improvement District Board of Directors approve/deny FY19  
Marketing Strategy, Media Plan and Budget.

9:45 | 6. Convention and Visitors Bureau Finance Report – Scott Lettre  
Convention and Visitors Bureau Board of Directors accept/reject finance report as  
presented.

9:50 | 7. Tourism Business Improvement District Finance Report– Scott Arensmeyer  
Tourism Business Improvement District Board of Directors accept/reject finance  
report as presented.

9:55 | 8. FY18 Budget Amendment – Rebecca Engum  
Tourism Business Improvement District Board of Directors approve/deny  
amendments to FY18 Budget.

Mission

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

- 10:00 | 9. Montana ExpoPark – Rebecca Engum  
Take action as deemed necessary
- 10:05 | 10. Convention and Visitors Bureau Membership – Rebecca Engum
- 10:15 | 11. Executive Director Report – Rebecca Engum
- 10:25 | 12. Performance Dashboard Review – Rebecca Engum
- 10:35 | 13. Announcements – Kaylene Kershner, Scott Shull  
Opportunity for updates for the benefit of those present
- 10:40 | 14. Public Comment – Kaylene Kershner, Scott Shull  
Opportunity for public comment related to Tourism in Great Falls, Montana
- 10:45 | 15. Adjourn – Kaylene Kershner, Scott Shull

#### Mission

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