



**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, April 19, 2018 | 9:00 AM – 10:45 AM | Great Falls Area Chamber of Commerce
Lower Level Video Conference Center, 100 1st Avenue N, Great Falls, Montana

CVB Board: Kaylene Kershner, Wayne Thares, Jeremiah Johnson, Peggy O'Hare, Scott Lettre, Michelle Dahl

TBID Board: Scott Shull, Malissa Hollan, David Buckingham, Robert Dompier, Laurie Price

Staff: Rebecca Engum, Vanessa Hayden

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

9:01 | 2. Public Comment - Kaylene Kershner, Scott Shull
Opportunity for public comment related to items on the agenda

9:02 | 3. Approve Minutes - Kaylene Kershner, Scott Shull
Convention and Visitors Bureau Board of Directors
a) approve/reject 3-20-2018 Minutes

CVB ACTION TAKEN

Motion made to approve 3-20-2018 Minutes. Seconded. No discussion. All in favor.
None opposed. The motion passed.

Tourism Business Improvement District Board of Directors

a) approve/reject 3-20-2018 Minutes

TBID ACTION TAKEN

Motion made to approve 3-20-2018 Minutes. Seconded. No discussion. All in favor.
None opposed. The motion passed.

b) approve/reject 4-5-2018 Minutes

TBID ACTION TAKEN

Motion made to approve 4-5-2018 Minutes. Seconded. No discussion. All in favor.
None opposed. The motion passed.

9:03 | 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.

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 select Faure, Holden Attorneys at law to provide opinions, direction and defense as needed. Discussion on firm location, experience, and need for legal counsel. All in favor. None opposed. The motion passed.

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

TBID ACTION TAKEN

Motion made to select Faure, Holden Attorneys at law to provide opinions, direction and defense as needed. Discussion on firm location, experience, and need for legal counsel. All in favor. None opposed. The motion passed.

- 9:15 | 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.

CVB ACTION TAKEN

Motion made to approve FY19 Marketing Strategy, Media Plan and Budget. Seconded. Discussion on the impact to visitation. Concern raised over current downward trends. Aggressive focus for conventions and the need to focus on strategies and solutions to increase visitation. All in favor. None opposed. The motion passed.

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

TBID ACTION TAKEN

Motion made to approve FY19 Marketing Strategy, Media Plan and Budget. Seconded. Discussion on the impact to visitation. Concern raised over current downward trends. Aggressive focus for conventions and the need to focus on strategies and solutions to increase visitation. All in favor. None opposed. The motion passed.

- 9:50 | 6. 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. All in favor. None opposed. No discussion. The motion passed.

- 9:52 | 7. 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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To passionately promote Great Falls Montana as a preferred destination for travelers, tourists and conventions to visit, stay, experience, and return.

TBID ACTION TAKEN

Motion made to accept finance report as presented. Seconded. All in favor. None opposed. The motion passed.

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

TBID ACTION TAKEN

Motion made to approve amendments to FY18 Budget. Seconded. All in favor. None opposed. No discussion. The motion passed.

- 9:55 | Jeremiah Johnson left meeting.

- 10:00 | 9. Montana ExpoPark – Rebecca Engum
Take action as deemed necessary

Rebecca Engum provided report.

- 10:07 | 10. Convention and Visitors Bureau Membership – Rebecca Engum

Rebecca Engum provided report.

- 10:18 | 11. Executive Director Report – Rebecca Engum

Rebecca Engum provided report.

- 10:30 | 12. Performance Dashboard Review – Rebecca Engum

Rebecca Engum provided report. Moving forward, Board Directors will make connection for staff investment request and offer industry roundtables to perspective members to recruit members.

- 10:38 | 13. Announcements – Kaylene Kershner, Scott Shull
Opportunity for updates for the benefit of those present

No announcements.

- 10:38 | 14. Public Comment – Kaylene Kershner, Scott Shull
Opportunity for public comment related to Tourism in Great Falls, Montana

No public comment.

- 10:38 | 15. Adjourn – Kaylene Kershner, Scott Shull

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