



**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 – 10:35 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 – 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 4-19-2018 Minutes

Tourism Business Improvement District Board of Directors  
a) approve/reject 4-19-2018 Minutes  
b) approve/reject 5-9-2018 Minutes

9:10 | 4. Marketing Work Session – Rebecca Engum  
Brainstorm Creative Implementable Marketing Ideas

9:30 | 5. Great Falls Montana Tourism Annual Meeting – Rebecca Engum  
Convention and Visitors Bureau Board of Directors set date for Annual Meeting.

9:45 | 6. Songwriter Festival – Rebecca Engum  
Convention and Visitors Bureau Board of Directors approve/reject \$10,000 to  
market Songwriter Festival in Great Falls, October 5-7, 2018.

Tourism Business Improvement District Board of Directors approve/reject \$10,000  
to market Songwriter Festival in Great Falls, October 5-7, 2018.

9:50 | 7. Convention and Visitors Bureau Finance Report – Scott Lettre  
Convention and Visitors Bureau Board of Directors accept/reject finance report as  
presented.

9:55 | 8. Tourism Business Improvement District Finance Report– Scott Arensmeyer  
Tourism Business Improvement District Board of Directors accept/reject finance  
report as presented.

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

10:05 | 10. Executive Director Report – Rebecca Engum

Mission

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

10:15 | 11. Performance Dashboard Review – Rebecca Engum

10:20 | 12. Announcements – Brett Doney, Scott Shull  
Opportunity for updates for the benefit of those present

10:25 | 13. Public Comment – Brett Doney, Scott Shull  
Opportunity for public comment related to Tourism in Great Falls, Montana

10:30 | 14. Adjourn – Brett Doney, Scott Shull

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