



**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, August 16, 2018 | 9:00 AM – 10:35 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 6-21-2018 Minutes
- b) approve/reject 7-19-2018 Minutes

Tourism Business Improvement District Board of Directors

- a) approve/reject 7-19-2018 Minutes
- b) approve/reject 7-26-2018 Minutes
- c) accept denial of Great Falls Duplicate Bridge Club Marketing Grant Application

9:10 | 4. Convention and Visitors Bureau Finance Report – Scott Lettre
Convention and Visitors Bureau Board of Directors accept/reject finance report as
presented.

9:15 | 5. Unused and Rollover Funds – Rebecca Engum
Convention and Visitors Bureau Board of Directors approve/deny obligating all
unused funds, estimated at \$11,000, and requesting rollover funds of \$896.91
from Montana Department of Commerce for Social Media marketing.

9:20 | 6. Tourism Business Improvement District Finance Report– David Buckingham
Tourism Business Improvement District Board of Directors accept/reject finance
report as presented.

9:25 | 7. Work Session: Strategic Objectives and Pressing Issues – Rebecca Engum
Discuss current Strategic Plan and Pressing Issues to ensure Strategic Plan still
reflects direction for Tourism Team

9:40 | 8. Insurance – Rebecca Engum
Convention and Visitors Bureau Board of Directors approve/deny eliminating
Employment Practices and Business Auto policies.

9:45 | 9. Low Cost Airline Marketing Incentive – 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 \$20,000 investment for Allegiant to market GTF flights to LAX.

9:55 | 10. Montana Department of Commerce Contract – Rebecca Engum
Convention and Visitors Bureau Board of Directors approve/deny authorizing Board President to sign Accommodation Tax Contract materials.

10:00 | 11. Montana ExpoPark – Rebecca Engum
Take action as deemed necessary

10:05 | 12. Business Development Pipeline – Jacob Bash

10:10 | 13. Executive Director Report – Rebecca Engum

10:20 | 14. Performance Dashboard Review – Rebecca Engum

10:25 | 15. Announcements – Brett Doney, Scott Shull
Opportunity for updates for the benefit of those present

10:30 | 16. Public Comment – Brett Doney, Scott Shull
Opportunity for public comment related to Tourism in Great Falls, Montana

10:35 | 17. Adjourn – Brett Doney, Scott Shull

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