



**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**

Thursday, October 18, 2018 | 9:00 AM – 10:30 AM | Great Falls Area Chamber of  
Commerce Lower Level Video Conference Center, 100 1<sup>st</sup> Avenue N, Great Falls, Montana

**CVB Signature:** \_\_\_\_\_

**TBID Signature:** \_\_\_\_\_

**CVB Board:** Bret Doney, Kaylene Kershner, Wayne Thares, Scott Lettre, Peggy O’Hare

**TBID Board:** Malissa Hollan, Robert Dompier

**Staff:** Rebecca Engum, Vanessa D Hayden, Jake Bash

**Guests:** Gayle Fisher. Larry Gooldy

9:05 | 1. Welcome, Introductions, Call to Order – Brett Doney, Malissa Hollan

9:05 | 2. Public Comment – Brett Doney, Malissa Hollan  
Opportunity for public comment related to items on the agenda

9:05 | 3. Approve Minutes – Brett Doney, Malissa Hollan  
Convention and Visitors Bureau Board of Directors  
a) approve/reject 9-20-2018 Minutes

**CVB ACTION TAKEN**

Motion made to approve 9-20-2018 Minutes. Seconded. No discussion. All in favor.  
None opposed. The motion passed.

Tourism Business Improvement District Board of Directors

a) approve/reject 9-20-2018 Minutes

**TBID ACTION TAKEN**

No action taken due to lack of a quorum.

9:06 | 4. 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.

Mission

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

9:06 | 5. Tourism Business Improvement District Finance Report – Rebecca Engum  
Tourism Business Improvement District Board of Directors accept/reject finance report as presented.

**TBID ACTION TAKEN**

No action taken due to lack of a quorum.

9:06 | 6. Close Account and Deposit Funds into Operations Account – Rebecca Engum  
Tourism Business Improvement District Board of Directors approve/deny closing US Bank account and deposit balance into First Interstate Bank Operating Checking Account.

**TBID ACTION TAKEN**

No action taken due to lack of a quorum.

9:06 | 7. Transfer funds into Operations Account – Rebecca Engum  
Tourism Business Improvement District Board of Directors approve/deny transferring \$100,000 from Prairie Mountain Bank to First Interstate Bank Operating Checking Account.

**TBID ACTION TAKEN**

No action taken due to lack of a quorum.

9:07 | 8. Request for Proposal for Media Planning, Media Buying, and Media Performance Reporting for Great Falls Montana Tourism – Rebecca Engum  
Convention and Visitors Bureau Board of Directors approve/deny securing media planning, buying and performance reporting services through competitive request for proposal process.

**CVB ACTION TAKEN**

Motion made to approve securing media planning, buying and performance reporting services through competitive request for proposal process. Seconded. Discussion on strategies on placing media. All in favor. None opposed. The motion passed.

9:15 | 9. Montana ExpoPark – Rebecca Engum  
Take action as deemed necessary

No action taken.

9:20 | 10. Business Development Pipeline – Jacob Bash

Jacob Bash provided report.

9:30 | 11. Executive Director Report – Rebecca Engum

Rebecca Engum provided report.

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9:45 | 12. Announcements – Brett Doney, Malissa Hollan  
Opportunity for updates for the benefit of those present

Announcement from Brett Doney on the Livability and SW Alberta partnership opportunities.

9:55 | 13. Public Comment – Brett Doney, Malissa Hollan  
Opportunity for public comment related to Tourism in Great Falls, Montana

No public comment.

10:00 | 14. Adjourn – Brett Doney, Malissa Hollan

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