



**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, August 17, 2017 | 9:00 AM – 10:30 AM | Great Falls Area Chamber of
Commerce Lower Level Video Conference Center, 100 1st Avenue N, Great Falls, Montana

Tourism Business Improvement District Board: Scott Shull, Sandra Johnson-
Thares, Malissa Hollan, Laurie Price

Convention and Visitors Bureau Board: Brett Doney, Kaylene Kershner, Scott Lettre,
Wayne Thares, Peggy O'Hare Becker, Michelle Dahl, Jeremiah Johnson

Staff: Rebecca Engum, Vanessa Hayden

Guests: Gayle Fisher

9:03 | Welcome, Introductions, Call to Order and Approve Minutes – Brett Doney, Scott
Shull

Convention and Visitors Bureau Board of Directors

a) approve/reject 7-20-2017 Minutes

CVB ACTION TAKEN

Motion made to approve 7-20-2017 Minutes. Seconded. No discussion. All in favor.
None opposed. The motion passed.

Tourism Business Improvement District Board of Directors

a) approve/reject 7-20-2017 Minutes

TBID ACTION TAKEN

Motion made to approve 7-20-2017 Minutes. Seconded. No discussion. All in favor.
None opposed. The motion passed.

9:06 | DESTINÉ *Intended* Great Falls Montana! - Rebecca Engum
Pressing Issue | Tax Payer Fatigue

Rebecca Engum provided report.

9:44 | Dans le Savoir *In the Know* – Rebecca Engum
National Meeting Trends

Rebecca Engum provided report.

10:02 | Leisure Traveler Trade Show – 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/reject attending Denver International Sportsmen's Expo, January 11-14, 2018.

TBID ACTION TAKEN

Motion made to approve attending Denver International Sportsmen's Expo, January 11-14, 2018 for an expense of up to \$2,200. Seconded. All in favor. None opposed. The motion passed.

10:40 | Convention and Visitors Bureau Financial Review – Scott Lettre

Scott Lettre provided report.

10:44 | Tourism Business Improvement District Financial Review – Scott Shull

Scott Shull provided report.

10:45 | Executive Director Report – Rebecca Engum

Rebecca Engum provided report.

10:00 | Performance Dashboard Review – Rebecca Engum

Rebecca Engum provided report.

10:05 | Montana ExpoPark – Rebecca Engum

Tourism Business Improvement District Board of Directors take action as deemed necessary

NO ACTION TAKEN

10:29 | Visitor Center Relocation – Rebecca Engum

Review relocation plan. Take action as deemed necessary

CVB ACTION TAKEN

Motion made to approve spending up to \$3,500 for the Visitor Center relocation plan. Seconded. No discussion. All in favor. None opposed. The motion passed.

10:50 | Tourism Business Improvement District Renewal – Rebecca Engum

Tourism Business Improvement District Board of Directors take action as deemed necessary

NO ACTION TAKEN

10:52 | Public Comment – Brett Doney, Scott Shull

Opportunity for public comment

10:52 | Adjourn – Brett Doney, Scott Shull

Mission

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