



**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, November 16, 2017 | 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

9:00 | 1. Welcome, Introductions, Call to Order and Approve Minutes – Brett Doney,  
Malissa Hollan

Convention and Visitors Bureau Board of Directors

- a) approve/reject 9-21-2017 Minutes
- b) approve/reject 10-19-2017 Minutes

Tourism Business Improvement District Board of Directors

- a) approve/reject 9-21-2017 Minutes
- b) approve/reject 9-28-2017 Minutes
- c) approve/reject 10-19-2017 Minutes
- d) approve/reject 10-26-2017 Minutes

9:05 | 2. DESTINÉ *Intended* Great Falls Montana! - Rebecca Engum  
Pressing Issues Overview

9:15 | 3. Dans le Savoir *In the Know* – Jake Bash  
Inside peak of Visit Billings' Operation

9:25 | 4. Joint Venture VisaVue Central Montana Partnership – Rebecca Engum  
Tourism Business Improvement District Board of Directors approve/deny \$2,500  
for Great Falls Zip Code, 59401, 59404, 59405 Visa Card Transaction research.

9:35 | 5. DRAFT Partnership Policy – Rebecca Engum  
Convention and Visitors Bureau Board of Directors adopt/reject Partnership Policy.

Tourism Business Improvement District Board of Directors adopt/reject  
Partnership Policy.

9:40 | 6. Convention and Visitors Bureau Financial Review – Scott Lettre

9:45 | 7. Visitor Information Center Funding Account – Rebecca Engum  
Convention and Visitors Bureau Board of Directors approve/deny closing Visitor  
Information Center Funding Account at Prairie Mountain Bank with remaining  
funds begin transferred into General Fund Account at Prairie Mountain Bank.

9:50 | 8. Convention and Visitors Bureau 990 Review – Rebecca Engum

9:55 | 9. Tourism Business Improvement District Financial Review – Rebecca Engum

**Mission**

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

10:00 | 10. Executive Director Report – Rebecca Engum

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

10:15 | 12. Montana ExpoPark – Rebecca Engum

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

10:20 | 13. Tourism Business Improvement District Renewal – Rebecca Engum

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

10:25 | 14. Public Comment – Brett Doney, Malissa Hollan

Opportunity for public comment

10:30 | 15. Adjourn – Brett Doney, Malissa Hollan

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