



**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, November 16, 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

CVB Signature: _____ Date: _____

TBID Signature: _____ Date: _____

CVB Board: Kaylene Kershner, Wayne Thares, Michelle Dahl, Scott Lettre, Jackie Slovak, Peggy O'Hare-Becker

TBID Board: Malissa Hollan, Laurie Price, Scott Arensmeyer, Robert Dompier, David Buckingham

Staff: Rebecca Engum, Vanessa Hayden, Jake Bash

Guests: Gayle Fisher

9:05 | 1. Welcome, Introductions, Call to Order and Approve Minutes – Kaylene Kershner, Malissa Hollan

Convention and Visitors Bureau Board of Directors

a) approve/reject 9-21-2017 Minutes

CVB ACTION TAKEN

Motion made to approve 9-21-2017 minutes. Seconded. No discussion. All in favor. None opposed. The motion passed.

b) approve/reject 10-19-2017 Minutes

CVB ACTION TAKEN

Motion made to approve 10-19-2017 minutes. Seconded. No discussion. All in favor. None opposed. The motion passed.

Tourism Business Improvement District Board of Directors

a) approve/reject 9-21-2017 Minutes

TBID ACTION TAKEN

Motion made to approve 9-21-2017 minutes. 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.

b) approve/reject 9-28-2017 Minutes

TBID ACTION TAKEN

Motion made to approve 9-28-2017 minutes. Seconded. No discussion. All in favor. None opposed. The motion passed.

c) approve/reject 10-19-2017 Minutes

TBID ACTION TAKEN

Motion made to approve 10-19-2017 minutes. Seconded. No discussion. All in favor. None opposed. The motion passed.

d) approve/reject 10-26-2017 Minutes

TBID ACTION TAKEN

Motion made to approve 10-26-2017 minutes. Seconded. No discussion. All in favor. None opposed. The motion passed.

9:07 | 2. DESTINÉ *Intended* Great Falls Montana! - Rebecca Engum
Pressing Issues Overview

Rebecca Engum provided report.

9:24 | 3. Dans le Savoir *In the Know* – Jake Bash
Inside peak of Visit Billings' Operation

Jake Bash provided report.

9:33 | 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.

TBID ACTION TAKEN

Motion made to approve \$2,500 for Great Falls Zip Code, 59401, 59404, 59405
Visa Card Transaction research. Seconded. No discussion. All in favor. None
opposed. The motion passed.

9:45 | 5. DRAFT Partnership Policy – Rebecca Engum
Convention and Visitors Bureau Board of Directors adopt/reject Partnership Policy.

CVB ACTION TAKEN

Motion made to adopt Partnership policy. Seconded. No discussion. All in favor.
None opposed. The motion passed.

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

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TBID ACTION TAKEN

Motion made to adopt Partnership policy. Seconded. No discussion. All in favor. None opposed. The motion passed.

9:50 | 6. Convention and Visitors Bureau Financial Review – Scott Lettre

Scott Lettre provided report.

9:52 | 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 being transferred into General Fund Account at Prairie Mountain Bank.

CVB ACTION TAKEN

Motion made to approve closing Visitor Information Center Funding Account at Prairie Mountain Bank with remaining funds being transferred into General Fund Account at Prairie Mountain Bank. Seconded. No discussion. All in favor. None opposed. The motion passed.

9:55 | 8. Convention and Visitors Bureau 990 Review – Rebecca Engum

Rebecca Engum provided report.

9:56 | 9. Tourism Business Improvement District Financial Review – Scott Arensmeyer

Scott Arensmeyer provided report.

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

Rebecca Engum provided report.

10:05 | 11. Performance Dashboard Review – Rebecca Engum

Rebecca Engum provided report.

10:10 | 12. Montana ExpoPark – Rebecca Engum

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

No action taken.

10:15 | 13. Tourism Business Improvement District Renewal – Rebecca Engum

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

No action taken.

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10:27 | 14. Public Comment – Kaylene Kershner, Malissa Hollan

Opportunity for public comment

No public comment.

10:20 | 15. Adjourn – Kaylene Kershner, Malissa Hollan

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