



Great Falls Tourism Business Improvement District Board of Directors Meeting Minutes

Tuesday, March 6, 2018 | 10:00 AM – 11:30 AM | University of Providence
McLaughlin Center Fireplace Room, Great Falls, Montana

Times are approximate and agenda items may be taken out of order. Any Director with a potential conflict of interest on the agenda should state the conflict at the start of the meeting.

Signature: _____ Date: _____

Directors: Malissa Hollan, Becky Miller, Robert Dompier, Scott Shull, David Buckingham

Staff: Vanessa Hayden, Rebecca Engum

Guests: Sue Campbell, Lonnie Dahlke, Antonio Hicks, Susan Shannon, Keith Schneider

10:00 | 1. Call to Order– Scott Shull

10:02 | 2. Public Comment - Scott Shull

Opportunity for public comment related to items on the agenda

NO PUBLIC COMMENT

10:05 | 3. Kilt o’ The Falls – Sue Campbell

Approve/deny \$5,000 for marketing 2018 Kilt o’ The Falls Celtic Festival, June 16 & 17, 2018.

ACTION TAKEN

Motion made to approve \$3,000 for marketing from an approved plan for 2018 Kilt o’ The Falls Celtic Festival, June 16 & 17, 2018. Seconded. Discussed the lack of growth of the event, the uniqueness of the event and the need to see a use of lodging properties in Great Falls to continue funding. Require marketing plan prior to disbursement of 67% of funds and 33% of disbursement upon completion of event showing survey data. All in favor. None opposed. The motion passed.

10:22 | 4. Great Falls Multi Sports Complex – Lonnie Dahlke

Approve/deny \$18,650 for improvements to the City of Great Falls Park and Recreation Multi Sports Complex.

ACTION TAKEN

Motion made to approve \$18,650 to partner with Confero Sports Foundation for competitive improvements to the City of Great Falls Park and Recreation Multi

Mission

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

Sports Complex for securing future softball tournaments. Seconded. Discussed the burden of funding competitive improvements in Great Falls and Tourism's role in that while maintaining the focus of the organizations existence to fill lodging properties. Acknowledgement and opportunity for continued promotion to grow the tourism industry is cornerstone for funding. All in favor. None opposed. The motion passed.

10:37 | 5. Northern C Boys & Girls Divisional Basketball Tournament & State A Girls Basketball Tournament – Keith Schneider & Susan Shannon
Approve/deny \$10,000 for Confero Sports Bid for Northern C Boys & Girls Divisional Basketball Tournament February 21-24, 2018 & State A Girls Basketball Tournament, March 8-10, 2018.

ACTION TAKEN

Motion made to approve \$10,000 for Confero Sports Bid for Northern C Boys & Girls Divisional Basketball Tournament February 21-24, 2018 & State A Girls Basketball Tournament, March 8-10, 2018. Seconded. Discussed where the funding is going, who is making the bid, when it occurs and how the investment of tourism funds can be acknowledgement and leveraged for continued promotion to grow the tourism industry. No discussion. All in favor. None opposed. The motion passed.

11:20 | 6. FY18 Budget Amendment – Rebecca Engum
Take action as deemed necessary.

ACTION TAKEN

Motion made to amend FY18 budget to increase opportunity line item by \$30,000. No discussion. All in favor. None opposed. The motion passed.

11:50 | 7. Great Falls Montana Tourism Marketing Grant Guidelines, Instructions & Application – Rebecca Engum
Adopt/reject Great Falls Montana Tourism Marketing Grant Guidelines, Instructions & Application.

NO ACTION TAKEN

12:25 | 8. Public Comment – Scott Shull
Opportunity for public comment related to Tourism in Great Falls, Montana

NO PUBLIC COMMENT

12:27 | 9. Adjourn – Scott Shull

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