



**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 16, 2018 | 9:00 AM – 10:35 AM | Great Falls Area Chamber of
Commerce Lower Level Video Conference Center, 100 1st Avenue N, Great Falls, Montana

CVB Board: Brett Doney, Peggy O'Hare, Kaylene Kershner, Michelle Dahl, Wayne
Thares, Scott Lettre, Patty Rearden

TBID Board: Scott Shull, Laurie Price, Robert Dompier

Staff: Rebecca Engum, Vanessa Hayden, Jacob Bash

Guests: Sandra Johnson-Thares, Gayle Fisher, John Faulkner

9:02 | 1. Welcome, Introductions, Call to Order – Brett Doney, Scott Shull

9:02 | 2. Public Comment – Brett Doney, Scott Shull
Opportunity for public comment related to items on the agenda

No public comment.

9:02 | 3. Approve Minutes – Brett Doney, Scott Shull
Convention and Visitors Bureau Board of Directors
a) approve/reject 6-21-2018 Minutes
b) approve/reject 7-19-2018 Minutes

CVB ACTION TAKEN

Motion made to approve 6-21-2018 and 7-19-2018 Minutes. Seconded. No
discussion. All in favor. None opposed. The motion passed.

Tourism Business Improvement District Board of Directors

- a) approve/reject 7-19-2018 Minutes
- b) approve/reject 7-26-2018 Minutes
- c) accept denial of Great Falls Duplicate Bridge Club Marketing Grant Application

TBID ACTION TAKEN

Motion made to approve 7-19-2018 and 7-26-2018 Minutes. Seconded. No
discussion. All in favor. None opposed. The motion passed.

Motion made to accept denial of Great Falls Duplicate Bridge Club Application.
Seconded. No discussion. All in favor. None opposed. The motion passed.

9:02 | 4. Convention and Visitors Bureau Finance Report – Scott Lettre
Mission

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

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.

9:04 | 5. Unused and Rollover Funds – Rebecca Engum

Convention and Visitors Bureau Board of Directors approve/deny obligating all unused funds, estimated at \$11,000, and requesting rollover funds of \$896.91 from Montana Department of Commerce for Social Media marketing.

CVB ACTION TAKEN

Motion made to approve obligating all unused funds, estimated at \$11,000, and requesting rollover funds of \$896.91 from Montana Department of Commerce for Social Media marketing. Seconded. No discussion. All in favor. None opposed. The motion passed.

10:05 | 6. Tourism Business Improvement District Finance Report – Scott Shull

Tourism Business Improvement District Board of Directors accept/reject finance report as presented.

TBID ACTION TAKEN

Motion made to accept finance report as presented. Seconded. No discussion. All in favor. None opposed. The motion passed.

9:15 | 7. Work Session: Strategic Objectives and Pressing Issues – Rebecca Engum

Discuss current Strategic Plan and Pressing Issues to ensure Strategic Plan still reflects direction for Tourism Team

CVB ACTION TAKEN

Motion made to create an ad hoc event committee to evaluate and advocate for more large events. Seconded. Discussion on public/private partnerships. All in favor. None opposed. The motion passed.

Robert Dompier arrived at 9:20.

10:05 | 8. Insurance – Rebecca Engum

Convention and Visitors Bureau Board of Directors approve/deny eliminating Employment Practices and Business Auto policies.

CVB ACTION TAKEN

Motion made to approve eliminating Employment Practices and Business Auto policies. Seconded. No discussion. All in favor. None opposed. The motion passed.

10:08 | 9. Low Cost Airline Marketing Incentive – Rebecca Engum

Tourism Business Improvement District Board of Directors approve/deny \$20,000 investment for Allegiant to market GTF flights to LAX.

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TBID ACTION TAKEN

Motion made to approve \$20,000 investment for Allegiant to market GTF flights to LAX. Seconded. Discussion on the flight schedule, addition of flights to other California cities, and lift capacity. All in favor. None opposed. The motion passed.

10:06 | 10. Montana Department of Commerce Contract – Rebecca Engum
Convention and Visitors Bureau Board of Directors approve/deny authorizing Board President to sign Accommodation Tax Contract materials.

CVB ACTION TAKEN

Motion made to approve authorizing Board President to sign Accommodation Tax Contract materials. Seconded. All in favor. None opposed. The motion passed.

Wayne Thares left at 10:10.

10:30 | 11. Montana ExpoPark – Rebecca Engum
Take action as deemed necessary

No action taken.

Kaylene Kershner left at 10:25

Patty Rearden left at 10:30.

10:35 | 12. Business Development Pipeline – Jacob Bash

Jacob Bash provided report.

10:45 | 13. Executive Director Report – Rebecca Engum

Rebecca Engum provided report.

Michelle Dahl left at 10:45.

10:50 | 14. Performance Dashboard Review – Rebecca Engum

Rebecca Engum provided report.

10:55 | 15. Announcements – Brett Doney, Scott Shull
Opportunity for updates for the benefit of those present

No announcements.

10:55 | 16. Public Comment – Brett Doney, Scott Shull
Opportunity for public comment related to Tourism in Great Falls, Montana
No public comment.

10:55 | 17. Adjourn – Brett Doney, Scott Shull

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