



**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 15, 2018 | 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: _____

TBID Signature: _____

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

TBID Board: Scott Shull, Becky Miller, Robert Dompier, David Buckingham

Staff: Rebecca Engum, Vanessa D Hayden

Guests: 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

9:03 | 3. Consent Agenda – Brett Doney, Scott Shull
Convention and Visitors Bureau Board of Directors
a) approve/reject 10-18-2018 Minutes

Tourism Business Improvement District Board of Directors
a) approve/reject 10-18-2018 Minutes
b) approve/reject 10-25-2018 Minutes

CVB ACTION TAKEN

Motion made to approve consent agenda. Seconded. No discussion. All in favor.
None opposed. The motion passed.

TBID ACTION TAKEN

Motion made to approve consent agenda. Seconded. No discussion. All in favor.
None opposed. The motion passed.

9:05 | 4. Convention and Visitors Bureau Finance Report – Scott Lettre
Convention and Visitors Bureau Board of Directors accept/reject finance report as
presented.

Mission

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

CVB ACTION TAKEN

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

9:07 | 5. Convention and Visitors Bureau 990 Review – Rebecca Engum

Rebecca Engum provided report.

9:08 | 6. Tourism Business Improvement District Finance Report – David Buckingham
Tourism Business Improvement District Board of Directors accept/reject finance report as presented.

TBID ACTION TAKEN

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

9:10 | 7. 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 for a second year.

TBID ACTION TAKEN

Motion made to approve \$20,000 investment for Allegiant to market GTF flights to LAX for a second year. Seconded. Discussion on LA Market, potential flight users. All in favor. None opposed. The motion passed.

9:10 | 8. Chicago Direct Flight Marketing Incentive – John Faulkner
Tourism Business Improvement District Board of Directors approve/deny \$30,000 investment for Great Falls International Airport marketing of United summer Chicago Flight.

TBID ACTION TAKEN

Motion made to approve \$30,000 investment for Great Falls International Airport marketing of United summer Chicago Flight. Seconded. Discussion on marketing, flight capacity, and leveraging access to Glacier and Waterton. All in favor. None opposed. The motion passed.

9:28 | 9. The Great Falls Montana Event Industry – Rebecca Engum
Take action as deemed necessary

Rebecca Engum provided report

9:40 | 10. Montana ExpoPark – Rebecca Engum
Take action as deemed necessary

Rebecca Engum provided report

9:50 | 11. Business Development Pipeline – Rebecca Engum

Mission

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

Rebecca Engum provided report

9:48 | 12. 2019 Public Lands Council Sponsorship – Rebecca Engum
Tourism Business Improvement District Board of Directors approve/deny \$3,000 sponsorship of the 2019 Public Lands Council's 3-day, 200 attendee, annual meeting in September.

TBID ACTION TAKEN

Motion made to approve \$3,000 sponsorship of the 2019 Public Lands Council's 3-day, 200 attendee, annual meeting in September. Seconded. Discussion about listing all lodging properties as options for stay, timing of the year. All in favor. None opposed. The motion passed.

9:55 | 13. Executive Director Report – Rebecca Engum

Rebecca Engum provided report.

10:05 | 14. Announcements – Brett Doney, Scott Shull
Opportunity for updates for the benefit of those present

Ignite Great Falls meeting at Meadlowlark Country Club 1-11-2019. Livability.com being used as a recruiting tool for employers in Great Falls.

10:10 | 15. Public Comment – Brett Doney, Scott Shull
Opportunity for public comment related to Tourism in Great Falls, Montana

No public comment

10:20 | 16. 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.