



**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, December 20, 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 Board: Brett Doney, Kaylene Kershner, Peggy O'Hare, Scott Lettre, Wayne Thares,

TBID Board: Malissa Hollan, Robert Dompier, David Buckingham, Sandi Thares

Staff: Rebecca Engum, Vanessa Hayden, Jacob Bash

Guests: Eileen Sievert, Jane Weber

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

9:01 | 2. Public Comment – Brett Doney, Malissa Hollan
Opportunity for public comment related to items on the agenda

No public comment

9:01 | 3. Consent Agenda – Brett Doney, Malissa Hollan
Convention and Visitors Bureau Board of Directors
a) approve/reject 11-15-2018 Minutes

CVB ACTION TAKEN

Motion made to approve 11-15-2018 Minutes. Seconded. No discussion. All in favor. None Opposed. The motion passed.

Tourism Business Improvement District Board of Directors

- a) approve/reject 11-15-2018 Minutes
- b) approve/reject 11-28-2018 Minutes

TBID ACTION TAKEN

Motion made to approve 11-15-2018 Minutes. Seconded. No discussion. All in favor. None opposed. The motion passed.

Motion made to approve 11-28-2018 Minutes. Seconded. No discussion. All in favor. None opposed. The motion passed.

9:03 | 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.

- 9:04 | 5. 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 accept finance report as presented. Seconded. No discussion. All in favor. None opposed. The motion passed.

- 9:06 | 6. Upper Missouri River Heritage Area Planning Corporation Update – Jane Weber
Presentation on 2018 efforts and looking forward

Jane Weber provided report.

- 9:27 | 7. Organizational Structure Change – Rebecca Engum
Tourism Business Improvement District Board of Directors approve/deny removing Tourism Assistant position and adding Content and Social Media Director position.

TBID ACTION TAKEN

Motion made to table removing Tourism Assistant position and adding Content and Social Media Director position. Seconded. Discussion related to open RFP for Media Services, increased admin costs and limited success as reasons for waiting. Two in favor, two opposed. Motion does not pass due to lack of majority.

Motion made to advertise for a Content and Social Media Director with a salary range of \$35,000 - \$40,000 however, not hire a candidate until a full budget review and additional discussion regarding its need can be had. Seconded. Discussion related to validity of the position, desire to not delay if this is the direction, and hiring would not occur prior to next meeting. Three in favor, one opposed. The motion passed.

- 10:20 | 8. Media Services RFP Review Committee Appointment – Brett Doney, Malissa Hollan

Sandra Johnson-Thares, Scott Lettre, Scott Schull, Kaylene Kershner, David Buckingham, and Brett Doney appointed to RFP Review Committee.

- 10:27 | 9. Montana ExpoPark – Rebecca Engum
Take action as deemed necessary

Rebecca Engum provided report

- 10:45 | 10. Business Development Pipeline – Jake Bash

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Jacob Bash provided report

10:46 | 11. Executive Director Report – Rebecca Engum

Rebecca Engum provided report

10:48 | 12. Announcements – Brett Doney, Malissa Hollan
Opportunity for updates for the benefit of those present

No announcements

10:49 | 13. Public Comment – Brett Doney, Malissa Hollan
Opportunity for public comment related to Tourism in Great Falls, Montana

No public comments

10:50 | 14. Adjourn – Brett Doney, Malissa Hollan

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