



Boards of Directors Meeting Minutes

Great Falls Convention and Visitors Bureau Board of Directors & Great Falls Tourism Business Improvement District Board of Directors

Thursday, February 21, 2019 | 9:00 AM – 11:00 AM | Great Falls Area Chamber of Commerce Lower Level Video Conference Center, 100 1st Avenue N, Great Falls, Montana

CVB Signature: _____

TBID Signature: _____

TBID Board: Scott Shull, Robert Dompier, Sandra Johnson-Thares, Becky Amaral-Miller

CVB Board: Wayne Thares, Peggy O'Hare, Kaylene Kershner, Scott Lettre

Staff: Jake Bash, Rebecca Engum

Guests: John O'Neil, Jean Pierre-Jacques, Gayle Fischer

9:04 | 1. Welcome, Introductions, Call to Order – Kaylene Kershner, Scott Shull

9:05 | 2. Public Comment – Kaylene Kershner, Scott Shull
Opportunity for public comment related to items on the agenda

9:06 | 3. Expedia Presentation by John O'Neil, Jean Pierre-Jacques

9:41 | 4. Consent Agenda – Kaylene Kershner, Scott Shull
Convention and Visitors Bureau Board of Directors
a) approve/reject 1-17-2019 Minutes

CVB ACTION TAKEN:

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

Tourism Business Improvement District Board of Directors

- a) approve/reject 1-17-2019 Minutes
- b) approve/reject 1-24-2019 Minutes

TBID ACTION TAKEN:

Motion made to approve 1-17-2019 and 1-24-2019 minutes. Seconded. No discussion. All in favor. None Opposed. The motion passed.

9:42 | 5. 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 approve finance report as presented. Seconded. No discussion. All in favor. None Opposed. The motion passed.

- 9:54 | 6. Tourism Business Improvement District Finance Report – Rebecca Engum
Tourism Business Improvement District Board of Directors accept/reject finance report as presented.

TBID ACTION TAKEN:

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

- 9:55 | 7. Great Falls Montana Strategic Plan – Rebecca Engum
What have we accomplished?
What three to five areas should we focus on?

- 10:42 | 8. Montana ExpoPark Sponsorship – Rebecca Engum
Tourism Business Improvement District Board of Directors approve/deny \$10,000 Montana ExpoPark sponsorship with the opportunity to display a marketing banner at upcoming basketball tournaments held at Pacific Steel and Recycling Four Seasons Arena.

TBID ACTION TAKEN:

Motion made to approve \$10,000 Montana ExpoPark sponsorship with the opportunity to display a marketing banner at upcoming basketball tournaments held at Pacific Steel and Recycling Four Seasons Arena. Seconded. Discussion regarding potential impact based on cost and number of banners available to be hung. Discussed future opportunity and potential bid partnership for tournaments. All in favor. None opposed. The motion passed.

- 10:53 | 9. FREE Independence Day Concert Sponsorship – Rebecca Engum
Tourism Business Improvement District Board of Directors approve/deny \$5,000 to co-sponsor an outdoor concert in downtown Great Falls July 4th, 2019.

TBID ACTION TAKEN:

Motion taken to approve \$3,000 to co-sponsor an outdoor concert in downtown Great Falls July 4th, 2019 and \$2,000 to market the event. Seconded. Discussion about lack of activity downtown on July 4th ahead of the concert and limited potential impact. Discussed itinerary opportunities to push demand all weekend. All in favor. None opposed. The motion passed.

- 11:07 | 10. Appoint Joint Performance Committee – Kaylene Kershner, Scott Shull

No action taken.

- 10:30 | 11. Business Development Report – Jake Bash

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No report given.

10:35 | 12. Executive Director Report – Rebecca Engum

No report given.

10:50 | 13. Montana ExpoPark Report – Rebecca Engum

No report given.

10:55 | 14. Public Comment – Kaylene Kershner, Scott Shull
Opportunity for public comment related to Tourism in Great Falls, Montana

No public comment.

11:11 | 15. Adjourn – Kaylene Kershner, Scott Shull

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