



Boards of Directors Meeting Minutes

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

Thursday, March 28, 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, Becky Amaral-Miller, David Buckingham, Malissa Hollan, Laurie Price

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

Staff: Rebecca Engum, Jake Bash

Guests: Sylvan La Cross, Dick Lymen, Tonya Jorgensen

9:02 | 1. Welcome, Introductions, Call to Order – Kaylene Kershner, Scott Shull

9:03 | 2. Public Comment – Kaylene Kershner, Scott Shull
Opportunity for public comment related to items on the agenda

9:05 | 3. Consent Agenda – Kaylene Kershner, Scott Shull
Convention and Visitors Bureau Board of Directors
a) approve/reject 2-21-2019 Minutes

CVB ACTION TAKEN:

Motion made to approve 2-21-2019 minutes. Seconded. No Discussion. All in favor. None Opposed. The motion passed.

Tourism Business Improvement District Board of Directors

- a) approve/reject 2-21-2019 Minutes
- b) approve/reject 3-18-2019 Minutes

TBID ACTION TAKEN:

Motion made to approve to 2-21-2019 minutes and 3-18-2019 minutes. Seconded. No Discussion. All in favor. None Opposed. The motion passed.

9:07 | 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 approve finance report as presented. Seconded. No Discussion. All in favor. None Opposed. The motion passed.

- 9:09 | 5. 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.

- 9:10 | 6. Budget Amendment – Rebecca Engum
Convention and Visitors Bureau Board of Directors approve/deny amendments as presented to FY2019 Budget.

CVB ACTION TAKEN:

Motion made to approve amendments as presented to FY2019 Budget. Seconded. Discussion made about computer specifics. All in favor. None Opposed. The motion passed.

Tourism Business Improvement District Board of Directors approve/deny amendments as presented to FY2019 Budget.

TBID ACTION TAKEN:

Motion made to approve amendments as presented to FY2019 Budget. Seconded. Discussion made about computer specifics. All in favor. None Opposed. The motion passed.

- 9:19 | 7. Great Falls Montana Strategic Plan – Rebecca Engum
Thought provoking questions, discussed in groups of 3.

- 10:01 | 8. University of Providence Big Sky Region Finals Rodeo – Rebecca Engum
Tourism Business Improvement District Board of Directors approve/deny \$5,000 marketing grant to University of Providence for Big Sky Region Finals rodeo, May 3 and 4, 2019 at Montana ExpoPark.

TBID Action Taken:

Motion made to approve \$4,000 marketing grant to University of Providence for Big Sky Region Finals rodeo, May 3 and 4, 2019 at Montana ExpoPark. Seconded. Discussion about year over year growth. Partnership to promote rodeo links on our owned media. Promoting Great Falls as a rodeo destination. Continuation of funding. Lowering funding to ween off reliance on our marketing grant but still support the event. Discussion made about support old events versus new events. All in favor. None Opposed. The motion passed.

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10:33 | 9. Bylaws – Rebecca Engum

Convention and Visitors Bureau Board of Directors approve/deny repealing and replacing bylaws.

No action taken

10:41 | 10. Appoint Joint Performance Committee – Brett Doney, Scott Shull

Directors appointed from CVB: Kaylene Kershner, Scott Lettre, Brett Doney.

Directors appointed from TBID: Becky Amaral-Miller, Laurie Price, Scott Shull.

10:47 | 11. Business Development Report – Jake Bash

Report provided by Jake Bash

10:52 | 12. Executive Director Report – Rebecca Engum

Report provided by Rebecca Engum

11:00 | 13. Montana ExpoPark Report – Rebecca Engum

Report provided by Rebecca Engum

11:06 | 14. Public Comment – Brett Doney, Scott Shull

Opportunity for public comment related to Tourism in Great Falls, Montana

11:06 | 15. Adjourn – Brett Doney, Scott Shull

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