



**Boards of Directors Meeting Minutes**

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

Thursday, April 18, 2019 | 9:00 AM – 11:00 AM | Great Falls Area Chamber of Commerce Lower Level Video Conference Center, 100 1<sup>st</sup> Avenue N, Great Falls, Montana

**TBID Board Signature:** \_\_\_\_\_

**CVB Board Signature:** \_\_\_\_\_

**TBID Board:** Becky Amaral-Miller, Malissa Hollan, Scott Shull, Laurie Price

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

**Staff:** Rebecca Engum, Jake Bash, Kristin Dayao

**Guests:** **Gayle Fisher, Karen Venetz**

9:03 | 1. Welcome, Introductions, Call to Order – Scott Lettre, Scott Shull

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

No comment.

9:05 | 3. Consent Agenda – Scott Lettre, Scott Shull  
Convention and Visitors Bureau Board of Directors  
a) approve/reject 3-28-2019 Minutes

**CVB ACTION TAKEN**

Motion made to approve 3-28-2019 Minutes. Seconded. No Discussion. All in favor. None Opposed. The motion passed.

Tourism Business Improvement District Board of Directors

a) approve/reject 3-28-2019 Minutes

**TBID ACTION TAKEN:**

Motion made to approve 3-28-2019 Minutes. Seconded. No Discussion. All in favor. None Opposed. The motion passed.

9:24 | 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.

- 9:07 | 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.

- 9:25 | 6. 2019-2024 Strategic Plan – Rebecca Engum  
Convention and Visitors Bureau Board of Directors adopt/reject the 2019-2024 Strategic Plan.

CVB ACTION TAKEN:

Motion made to approve the strategic plan. Seconded. Discussion about the document being clean and clear, focused and easy to read. All in favor. None Opposed. Motion passed.

Tourism Business Improvement District Board of Directors adopt/reject the 2019-2024 Strategic Plan.

TBID ACTION TAKEN:

Motion made to approve the strategic plan. Seconded. Discussion about the document being clean and clear, focused and easy to read. All in favor. None Opposed. Motion passed.

- 9:32 | 7. Bylaws – Rebecca Engum  
Convention and Visitors Bureau Board of Directors approve/deny repealing and replacing bylaws.

CVB ACTION TAKEN:

Motion made to approve repealing and replacing bylaws with adjustment made to section 4.4 dates. Seconded. No discussion. All in Favor. None Opposed. Motion passed.

- 9:09 | 8. Montana Brew Fest – Rebecca Engum  
Tourism Business Improvement District Board of Directors approve/deny \$5,000 for sponsorship of Montana Brew Fest June 8, 2019.

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TBID ACTION TAKEN:

Motion made to approve \$5,000 sponsorship of Montana Brew Fest June 8, 2019. Seconded. Discussion on no gear aspect to the event and market for craft brew fests across the state. All in Favor. None Opposed. Motion passed.

9:37 | 9. 2020 Budget – Rebecca Engum

Convention and Visitors Bureau Board of Directors approve/deny 2020 Annual Budget.

CVB ACTION TAKEN:

Motion made to approve 2020 Annual Budget. Seconded. Discussion about Western Art Week show guide and individual shows ability to collaborate. Discussion about feasibility of our community to meet deadlines for a one time a year event grant. Discussion about hopefulness of finding a restaurant week partner. All in favor. None Opposed. Motion Passed.

Tourism Business Improvement District Board of Directors approve/deny 2020 Annual Budget.

TBID ACTION TAKEN:

Motion made to approve 2020 Annual Budget. Seconded. Discussion on assessment dollars going up. All in favor. None Opposed. Motion Passed.

9:55 | 10. 2020 Marketing Plan – Rebecca Engum

Convention and Visitors Bureau Board of Directors approve/deny 2020 Annual Marketing Plan.

CVB ACTION TAKEN:

Motion made to approve 2020 Annual Marketing Plan. Seconded. No discussion. All in favor. None Opposed. Motion passes.

Tourism Business Improvement District Board of Directors approve/deny 2020 Marketing Plan.

TBID ACTION TAKEN:

Motion made to approve 2020 Annual Marketing Plan. Seconded. No discussion. All in favor. None Opposed. Motion passes.

9:16 | 11. Montana ExpoPark Report – Rebecca Engum

Rebecca Engum provided report.

10:01 | 12. Business Development Report – Jake Bash

Jake Bash provided report.

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10:12 | 13. Executive Director Report – Rebecca Engum

Rebecca Engum provided report.

10:20 | 14. Public Comment – Scott Lettre, Scott Shull

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

No Comment.

10:22 | 15. Adjourn – Scott Lettre, Scott Shull

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