



**Boards of Directors Meeting Minutes
Great Falls Convention and Visitors Bureau & Great Falls
Tourism Business Improvement District**

**Thursday, May 16, 2019 | 9:00 AM – 10:25 AM | Video Conference Center, 100
1st Avenue N, Great Falls, Montana**

TBID Board Signature: _____

CVB Board Signature: _____

TBID Board: Sandra Johnson-Thares, Robert Dompier, Malissa Hollan, David Buckingham, Laurie Price

CVB Board: Michelle Dahl, Kaylene Kershner, Wayne Thares, Patty Rearden

Staff: Jake Bash, Rebecca Engum

Guests: Christ Furst, Duane Braaten, Sparky Kottke, John Hayes

9:01 | 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

9:01 | 3. Consent Agenda – Kaylene Kershner, Scott Shull
Convention and Visitors Bureau Board of Directors
a) approve/reject 4-18-2019 Minutes

CVB ACTION TAKEN:

Motion made to approve 4-18-2019 Minutes. Seconded. No Discussion. All in Favor. None Opposed. The motion passed.

Tourism Business Improvement District Board of Directors

a) approve/reject 4-18-2019 Minutes

TBID ACTION TAKEN:

Motion made to approve 4-18-2019 Minutes. Seconded. No Discussion. All in favor. None opposed. The motion passed.

9:08 | 4. Convention and Visitors Bureau Finance Report – Rebecca Engum
Convention and Visitors Bureau Board of Directors accept/reject finance report as presented

CVB ACTION TAKEN:

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

9:11 | 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 approve finance report as presented. Seconded. No Discussion. All in Favor. None Opposed. The motion passed.

Tourism Business Improvement District Board of Directors approve/reject converting First Interstate Bank Checking account to a Sweep Account

No action taken. Tabled until June meeting to compare interest rates in the interim.

9:17 | 6. Only in Great Falls - Duane Braaten
C.M. Russell Museum Complex's New Exhibits

9:34 | 7. Honorary Members to the Board – Kaylene Kershner
Convention and Visitors Bureau Board of Directors approve/deny appointment of Honorary Members to serve on the Board of Directors from Great Falls International Airport, Central Montana, Great Falls area Chamber of Commerce, City of Great Falls, Cascade County, Great Falls Area Lodging Association, Great Falls Retailers Association, and Downtown Great Falls Association for one year, beginning July 1, 2019

CVB ACTION TAKEN:

Motion made to approve appointment of Honorary Members to serve on the Board of Directors from Great Falls International Airport, Central Montana, Great Falls area Chamber of Commerce, City of Great Falls, Cascade County, Great Falls Area Lodging Association, Great Falls Retailers Association, and Downtown Great Falls Association for one year, beginning July 1, 2019. Seconded. Discussion made about adding Tavern Association, Great Falls Homebuilders Association, Great Falls Association of Realtors, Malmstrom Airforce Base. Discussion made about validity of honorary board members and the State TAC is doing similar appointments for state associations. All in Favor. None Opposed. The motion passed.

9:42 | 8. Marketing Grant Request for Great Falls Turf Club – Sparky, John Hayes
Tourism Business Improvement District Board of Directors approve/deny request for \$10,000 to be used for marketing 2019 Horse Racing in Great Falls on July 20, 21, 26, 27, and 28.

TBID ACTION TAKEN:

Motion made to grant \$3,000 for the 2019 Horse Racing marketing budget as presented and \$2,000 for digital marketing towards horse racing July 20, 21, 26, 27, and 28. Discussion made about demographic of attendees skewing older, digital marketing is a better investment for attracting new crowds, and horse racing attendees are good community spenders. Seconded. All in favor. None opposed. The motion passed.

10:08 | 9. Reports

1. Nominating Committee – Patty Rearden
2. Montana ExpoPark – Rebecca Engum
3. Business Development Pipeline – Jake Bash
4. Great Falls Area Lodging Association – Karen Venetz

10:30 | 10. Executive Director Report – Rebecca Engum

10:45 | 11. Public Comment – Kaylene Kershner, Scott Shull
Opportunity for public comment related to Tourism in Great Falls, Montana

10:45 | 12. Adjourn – Kaylene Kershner, Scott Shull