



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

**Thursday, June 20, 2019 | 9:00 AM – 10:40 AM | Video Conference Center, 100
1st Avenue N, Great Falls, Montana**

9:00 | 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

9:10 | 3. Consent Agenda – Scott Lettre, Scott Shull
Convention and Visitors Bureau Board of Directors
a) approve/reject 5-16-2019 Minutes

Tourism Business Improvement District Board of Directors
a) approve/reject 5-16-2019 Minutes

9:15 | 4. Convention and Visitors Bureau Finance Report – Scott Lettre
Convention and Visitors Bureau Board of Directors accept/reject finance report as
presented

9:20 | 5. Tourism Business Improvement District Finance Report – David Buckingham
Tourism Business Improvement District Board of Directors accept/reject finance
report as presented

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

9:25 | 6. Only in Great Falls
Ensuring GTF is a Competitive Montana Airport – Lara Tait

9:40 | 7. Airline Investments – Shane Etwiler
Tourism Business Improvement District Board of Directors approve/reject \$50,000
to be used as match for a \$400,000 SCASD grant in June 2020, \$100,000 profit
guarantee, and \$120,000 in marketing assistance over 3 years to pitch Frontier
for service direct to Denver.

9:55 | 8. 2020 Media Plan – Rebecca Engum
Convention and Visitors Bureau Board of Directors approve/reject 2020 Media
Plan.

Tourism Business Improvement District Board of Directors approve/reject 2020
Media Plan.

10:05 | 9. Director Recommendations – Scott Shull
Tourism Business Improvement District Board of Directors recommend two
candidates for Trustees to serve a 4-year term beginning 7-1-2019 to 6-30-2023.

Grow Tourism | Develop the Destination | Advocate for Tourism

10:10 | 10. Reports

1. Great Falls Area Lodging Association – Karen Venetz
2. Montana ExpoPark – Rebecca Engum
3. Business Development Pipeline – Kristin Dayao

10:25 | 11. Executive Director Report – Rebecca Engum

10:35 | 12. Public Comment – Kaylene Kershner, Scott Shull

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

10:40 | 13. Adjourn – Kaylene Kershner, Scott Shull