



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

**Thursday, August 15, 2019 | 9:00 AM – 11:00 AM | Video Conference Center,
100 1st Avenue N, Great Falls, Montana**

9:00 | 1. Welcome, Introductions, Call to Order – Kaylene Kershner, Sandra Thares

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

9:10 | 3. Consent Agenda – Kaylene Kershner, Sandra Thares
Convention and Visitors Bureau Board of Directors
a) approve 7-18-2019 Minutes
b) accept July Financials

Tourism Business Improvement District Board of Directors
a) approve 7-18-2019 Minutes
b) accept July Financials

9:15 | 4. Only in Great Falls
Expansion of the River's Edge Trail – Bruce Pollington

9:35 | 5. New Event Grant Application Guidelines – Rebecca Engum
Tourism Business Improvement District Board of Directors approve/reject
guidelines for groups to apply for up to \$100,000 for a new tourism focused event
to be held in Great Falls.

9:50 | 6. Comprehensive Creative Services Request for Proposal – Rebecca Engum
Convention and Visitors Bureau Board of Directors approve/reject issuing an RFP
for design services, website maintenance, and creative strategy review.

Tourism Business Improvement District Board of Directors approve/reject issuing
an RFP for design services, website maintenance, and creative strategy review.

10:05 | 7. VisaVue Research Joint Venture – Rebecca Engum
Convention and Visitors Bureau Board of Directors approve/reject partnering with
Central Montana and the State of Montana Department of Commerce Office of
Tourism and Business Development to purchase Visa Vue Research.

10:10 | 8. Options for 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.

10:40 | 9. Reports

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

10:55 | 10. Public Comment– Kaylene Kershner, Sandra Thares

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

11:00 | 11. Adjourn – Kaylene Kershner, Sandra Thares