



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

**Thursday, June 20, 2019 | 9:00 AM – 11:31 AM | Video Conference Center, 100
1st Avenue N, Great Falls, Montana**

TBID Board Signature: _____

CVB Board Signature: _____

TBID Board: Becky Amaral-Miller, Sandra Johnson-Thares, Malissa Hollan, Scott Shull

CVB Board: Michelle Dahl, Peggy O’Hare-Becker, Patty Rearden, Wayne Thares, Scott Lettre

Staff: Jake Bash, Rebecca Engum, Kristin Dayao

Guests: Roxy Perez, Shane Etwiler, Lara Tait

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 public comment.

9:06 | 3. Consent Agenda – Scott Lettre, Scott Shull
Convention and Visitors Bureau Board of Directors
a) approve/reject 5-16-2019 Minutes

CVB ACTION TAKEN:
Motion made to approve 5-16-2019 Minutes as presented. Seconded. No Discussion. All in favor. None Opposed. The motion passed

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

TBID ACTION TAKEN:
Motion made to approve 5-16-2019 Minutes as presented. 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.

CVB ACTION TAKEN:
Motion made to approve finance report as presented. Seconded. No Discussion. All in favor. None opposed. The motion passed.

9:08 | 5. Tourism Business Improvement District Finance Report – Rebecca Engum
Grow Tourism | Develop the Destination | Advocate for Tourism

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

TBID ACTION TAKEN:

Motion made to approve converting First Interstate Bank Checking account to a Sweep Account and closing US Bank, Prairie Mountain Bank and Embark Credit Union accounts and depositing those funds into the Sweep Account. Seconded. Discussion made about Stockman bank having current CVB board representation, which could result in a loss of that board member if funds are transferred solely to First Interstate. Discussion made about the various fees waived by both institutions and the fluctuation of interest rates. Discussion made about having sweep accounts in both institutions. Discussion made about real costs incurred by moving funds to Stockman. Discussion made about having less accounts to reconcile. All in Favor. None Opposed. The motion passed.

9:28 | 6. Only in Great Falls

Ensuring GTF is a Competitive Montana Airport – Lara Tait

Lara Tait provided report.

9:39 | 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.

9:45 | Malissa Hollan left meeting.

No Motion Made, Loss of Quorum. Discussion made to call a special session of the TBID Board.

10:15 | 8. 2020 Media Plan – Rebecca Engum

Convention and Visitors Bureau Board of Directors approve/reject 2020 Media Plan.

CVB ACTION TAKEN:

Motion made to approve media plan as a working document. Seconded. Discussion made about getting very creative and outside-of-the-box with 2020 marketing dollars. Discussion made about needing more numbers per each line item of the media plan. Discussion made to approve the basics of a media plan to provide more wiggle room to approve more contingency opportunities. Recommendation made to see examples of media during meeting. Discussion made to approve the

plan as a draft today and alter the plan as need be in the future. Recommendation for Banik to present quarterly. All in favor. None Opposed. The motion passed.

10:20 | Peggy O'Hare-Becker left the meeting.

10:30 | Malissa Hollan returned to the meeting.

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

TBID ACTION TAKEN:

Motion made to approve media plan as a working document. Discussion made about getting very creative and outside-of-the-box with 2020 marketing dollars. Discussion made about needing more numbers per each line item of the media plan. Discussion made to approve the basics of a media plan to provide more wiggle room to approve more contingency opportunities. Recommendation made to see examples of media during meeting. Discussion made to approve the plan as a draft today and alter the plan as need be in the future. Recommendation for Banik to present quarterly. All in favor. None Opposed. The motion passed.

10:50 | Wayne Thares, Patty Rearden, and Michelle Dahl left the meeting.

10:52 | 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.

TBID ACTION TAKEN:

Motion made to recommend Sandra Johnson-Thares and Robert Dompier to the City of Great Falls to serve as trustees for a 4-year term from 7-1-2019 to 6-30-2023.

10:55 | 10. Reports

1. Great Falls Area Lodging Association – Rebecca Engum

Rebecca Engum handed out written report from Karen Venetz and provided update.

2. Montana ExpoPark – Rebecca Engum

Rebecca Engum provided report.

3. Business Development Pipeline – Kristin Dayao

Kristin Dayao provided report.

11:18 | 11. Executive Director Report – Rebecca Engum

Rebecca Engum provided report.

11:31 | 12. Public Comment – Scott Shull

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

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11:31 | 13. Adjourn –Scott Shull