



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

**Thursday, September 19, 2019 | 9:00 AM – 10:40 AM | Video Conference
Center, 100 1st Avenue N, Great Falls, Montana**

CVB BOARD: Brett Doney, Kaylene Kershner, Wendy Lee, Peggy O'Hare-Becker, Wayne Thares, Brian Thompson, John Faulkner, Gayle Fisher, Kellie Pierce, Susan Shannon, Karen Venetz, Roxy Perez, Steve Herrig

TBID BOARD: Sandra Thares, Robert Dompier, Malissa Hollan, Laurie Price, Scott Shull, David Buckingham

STAFF: Rebecca Engum, John Harris

GUESTS: George Geise

9:02 | 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

No Public Comment.

9:05 | 3. Consent Agenda – Kaylene Kershner, Sandra Thares
Convention and Visitors Bureau Board of Directors
a) approve 8-15-2019 Minutes
b) accept August Financials

CVB ACTION TAKEN

Motion made to approve consent agenda. Seconded. No discussion. All in favor. None Opposed. The motion passed.

Tourism Business Improvement District Board of Directors
a) approve 8-15-2019 Minutes
b) accept August Financials

TBID ACTION TAKEN

Motion made to approve consent agenda. Seconded. No discussion. All in favor. None Opposed. The motion passed.

9:07 | 4. CVB Membership Discussion – Kaylene Kershner
Discuss options for changing Convention and Visitors Bureau Membership Policy.

Discussions about tiered levels, lower monthly fee vs an annual fee, other structures and benefits received.

9:27 | 5. Lease Extension – Sandra Johnson-Thares

Tourism Business Improvement District Board of Directors approve/deny execution of one-year option on lease for 100 1st Avenue North, Lower Level Suite.

TBID ACTION TAKEN

Motion made to approve execution of one-year option on lease for 100 1st Avenue North, Lower Level Suite. Seconded. Discussion about potential future locations and current visitor responses. All in favor. None Opposed. The motion passed.

9:38 | 6. Big Sky Duplicate Bridge Club Marketing Grant – Rebecca Engum
Tourism Business Improvement District Board of Directors approve/deny \$2,500 to market Regional Bridge Tournament September 7-13, 2020.

TBID ACTION TAKEN

Motion made to approve \$2,500 to market Regional Bridge Tournament September 7-13, 2020. Seconded. Discussion regarding ability to host annually, multiple property opportunities. All in favor. None opposed. The motion passed.

9:53 | 7. Great Falls Public Schools Sponsorship – Rebecca Engum
Tourism Business Improvement District Board of Directors approve/deny \$9,250 to sponsor

- AA State Golf – October 3-4, 2019
- All Class State Cross Country – October 26, 2019
- AA & A State Swimming – February 14-15, 2020
- AA Dual Wrestling – January 25, 2020
- District 8C Boys & Girls Basketball – February 20-22, 2020
- Eastern AA Division Softball – May 15-16, 2020

TBID ACTION TAKEN

Motion made to approve/deny \$9,250 to sponsor A State Golf – October 3-4, 2019; All Class State Cross Country – October 26, 2019; AA & A State Swimming – February 14-15, 2020; AA Dual Wrestling – January 25, 2020; District 8C Boys & Girls Basketball – February 20-22, 2020; Eastern AA Division Softball – May 15-16, 2020. Seconded. Discussed timing and general attendance. All in favor. None opposed. The motion passed.

10:02 | 8. Creative Services Selection Committee Appointment – Kaylene Kershner, Sandra Thares

CVB ACTION TAKEN

Kaylene Kershner, Brett Doney, and Brian Thompson were appointed to serve.

TBID ACTION TAKEN

Robert Dompier, Scott Shull, and Laurie Price were appointed to serve.

10:07 | 9. New Event Grant Review Committee Appointment – Sandra Thares

NO ACTION TAKEN

10:10 | 10. Reports

1. Great Falls Area Lodging Association – Karen Venetz

Grow Tourism | Develop the Destination | Advocate for Tourism

Karen Venetz provided report.

2. Business Development Pipeline – Rebecca Engum

Rebecca Engum provided report.

3. Executive Director – Rebecca Engum

Rebecca Engum provided report.

10:27 | 11. Partner Updates – Kaylene Kershner, Sandra Thares

Updates on key initiatives, exciting developments, and important efforts affecting Great Falls, Montana.

Scheels is expanding into the former Christian bookstore space. Downtown Association's upcoming events were announced. Downtown block visioning community input session was announced. Great Falls has an opportunity to host the Airline Rendezvous and needs sponsors to provide route planners no cost attendance.

10:44 | Kaylene Kershner left.

10:45 | 12. Public Comment– Kaylene Kershner, Sandra Thares

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

No Public Comment.

10:45 | 13. Adjourn – Wayne Thares, Sandra Thares

CVB Signature: _____

TBID Signature: _____