



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

Thursday, October 17, 2019 | 9:00 AM – 10:30 AM | Video Conference Center, 100 1st Avenue N, Great Falls

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 9-19-2019 Minutes
b) accept September Financials

Tourism Business Improvement District Board of Directors
a) approve 9-19-2019 Minutes
b) approve 10-9-2019 Minutes
c) accept September Financials

9:15 | 4. TBID Audit Review – Brett Gaare

9:20 | 5. New Event Grant Proposal Presentations – Sandra Thares
Diggin' Days; Wind Walker Disc Golf Tournament

9:50 | 6. TBID Budget Amendment – Sandra Thares
Tourism Business Improvement District Board of Directors approve/deny proposed Budget Amendment.

10:00 | 7. Sojern Media Addition – Rebecca Engum
Convention and Visitors Bureau Board of Directors approve/deny adding Sojern Joint Venture for \$5,000 to the 2020 Media Plan that will leverage \$5,000 from the State of Montana Office of Tourism and Business Development for a \$10,000 media buy.

Tourism Business Improvement District Board of Directors approve/deny adding Sojern Joint Venture for \$5,000 to the 2020 Media Plan that will leverage \$5,000 from the State of Montana Office of Tourism and Business Development for a \$10,000 media buy.

10:05 | 8. Reports
1. Great Falls Area Lodging Association – Karen Venetz
2. Business Development Pipeline – Kristin Dayao
3. Executive Director – Rebecca Engum

10:10 | 9. Partner Updates – Kaylene Kershner, Sandra Thares
Updates on key initiatives, exciting developments, and important efforts affecting Great Falls, Montana.

10:25 | 10. Public Comment– Kaylene Kershner, Sandra Thares
Opportunity for public comment related to Tourism in Great Falls, Montana

10:30 | 11. Adjourn – Kaylene Kershner, Sandra Thares

Grow Tourism | Develop the Destination | Advocate for Tourism