



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

Thursday, October 24, 2019 | 10:00 AM – 11:00 AM | Video Conference Center, 100 1st Avenue N, Great Falls

10:00 | 1. Welcome, Introductions, Call to Order – Kaylene Kershner, Sandra Thares

10:02 | 2. Public Comment – Kaylene Kershner, Sandra Thares
Opportunity for public comment related to items on the agenda

10:07 | 3. Current Paid Media Placement Performance – Heather Burcham

10:22 | 4. Media Plan Adjustments – Heather Burcham

10:30 | 5. Options for Additional Paid Media – Heather Burcham

10:45 | 6. Website and Social Media Performance – John Harris

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