



**Boards of Directors Marketing Meeting Minutes
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

CVB BOARD: Kaylene Kershner, Peggy O'Hare-Becker, Wayne Thares, Karen Venetz, Steve Herrig, Brian Thompson, Robert Dompier

TBID BOARD: Becky Amaral-Miller, Sandra Johnson-Thares, Laurie Price, Scott Shull, David Buckingham

STAFF: Rebecca Engum, Kristin Dayao, John Harris

GUESTS: Heather Burcham, Stefanie Brown, Bob Kelley

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

10:03 | 2. Public Comment – Sandra Thares

Opportunity for public comment related to items on the agenda

No public comment

10:03 | 3. Current Paid Media Placement Performance – Heather Burcham

Heather provided report.

10:15 | 4. Media Plan Adjustments – Heather Burcham

Heather provided report.

10:25 | 5. Options for Additional Paid Media – Heather Burcham

Heather provided report. Discussed options including, Ice chests, bathroom stall, QR codes, weather channel app and online, radio, connect tv commercials, and Pepsi cups at Town Pump.

10:51 | 6. Website and Social Media Performance – John Harris

John provided report.

11:06 | 10. Public Comment– Kaylene Kershner, Sandra Thares

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

No Public Comment

11:07 | 11. Adjourn – Kaylene Kershner, Sandra Thares