



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

Thursday, November 21, 2019 | 9:00 AM – 11:16 AM | Video Conference Center, 100 1st Avenue N, Great Falls, Montana

CVB Board: Kaylene Kershner, Brett Doney, Kerry McInerney, Steve Herrig, Wayne Thares, Gayle Fisher, Wendy Lee, Scott Lettre, John Faulkner, Brian Thompson, Peggy O'Hare-Becker, Susan Shannon

TBID Board: Sandra Johnson-Thares, Robert Dompier, Scott Shull, Laurie Price

Guests: Keern Haslem, Dax Schieffer, Derek Jacobson, Mike Weir, Tom Nelson, Sheila Rice, Andrew Skikne

Staff: John Harris, Kristin Dayao, Rebecca Engum

9:00 | 1. Welcome, Introductions, Call to Order – Kaylene Kershner, Sandra Thares

9:04 | 2. Public Comment – Kaylene Kershner, Sandra Thares
Opportunity for public comment related to items on the agenda

No public comment provided.

9:07 | 3. Consent Agenda – Kaylene Kershner, Sandra Thares
Convention and Visitors Bureau Board of Directors
a) approve 10-17-2019 Minutes
b) approve 10-24-2019 Minutes
c) approve 11-14-2019 Minutes
d) accept October Financials
e) reviewed 990

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 10-17-2019 Minutes
- b) approve 10-24-2019 Minutes
- c) approve 11-6-2019 Minutes
- d) approve 11-14-2019 Minutes
- e) accept October Financials

TBID ACTION TAKEN

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

9:15 | 4. New Event Grant Proposal Presentations – Sandra Thares
River City Festival; RegFest

Mike Weir, Tom Nelson and Sheila Rice gave River City Festival presentation.

Keern Haslem gave RegFest presentation.

9:25 | Peggy O'Hare-Becker joined the meeting.

9:45 | 5. Voices of Montana Tourism Update – Dax Schieffer

Dax Shieffer provided presentation.

9:57 | Scott Lettre left the meeting

10:15 | 6. Comprehensive Creative Services Award – Kaylene Kershner

Convention and Visitors Bureau Board of Directors approve/deny awarding contract for comprehensive creative services to Banik for a 7-year period, renewed annually.

CVB ACTION TAKEN:

Motion was made to approve awarding contract for comprehensive creative services to Banik for a 7-year period, renewed annually. Seconded. Discussion about cohesive team and straight forward pricing. None Opposed. The motion passed.

Tourism Business Improvement District Board of Directors approve/deny awarding contract for comprehensive creative services to Banik for a 7-year period, renewed annually.

TBID ACTION TAKEN:

Motion was made to approve awarding contract for comprehensive creative services to Banik for a 7-year period, renewed annually. Seconded. Discussion about cohesive team and straight forward pricing. None Opposed. The motion passed.

10:20 | 7. Dissolution of Great Falls Tourism Business Improvement District – Sandra Thares

Tourism Business Improvement District Board of Directors approve/reject the dissolution of Great Falls Tourism Business Improvement District, a public benefit corporation.

TBID ACTION TAKEN:

Motion was made to dissolve Great Falls Tourism Business Improvement District, a public benefit corporation. Seconded. Discussion on why the unnecessary structure was created and that the District created by City resolution is all the structure needed. All in favor. None opposed. The motion passed.

10:23 | 8. Reports

1. Great Falls Area Lodging Association – Karen Venetz

No report given.

2. Business Development Pipeline – Kristin Dayao

Kristin Dayao gave report.

3. Executive Director – Rebecca Engum

Rebecca Engum gave report.

10:39 | 9. Partner Updates – Kaylene Kershner, Sandra Thares

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

Updates provided on Wayfinding, Montana ExpoPark events, and River's Edge Trail construction.

10:45 | 10. Executive Director Review - Kaylene Kershner, Sandra Thares
Convention and Visitors Bureau Board of Directors and Tourism Business Improvement District Board of Directors went into Executive Session to discuss the annual performance review of Executive Director. After Executive Session, Tourism Business Improvement District Board of Directors will act as deemed necessary.

CVB ACTION TAKEN

Motion made to close meeting for Executive Session. Seconded. No Discussion. All in Favor. None opposed. The motion passed.

TBID ACTION TAKEN

Motion made to close meeting for Executive Session. Seconded. No discussion. All in favor. None opposed. The motion passed.

CVB ACTION TAKEN

Motion made to reopen meeting at 11:00. Seconded. No discussion. All in favor. None opposed. The motion passed.

TBID ACTION TAKEN

Motion made to reopen meeting at 11:00. Seconded. No discussion. All in favor. None opposed. The motion passed.

TBID ACTION TAKEN

Motion made to provide Executive Director a 3% salary increase effective the first pay period of January 2020 with goals of 6 NEW Conventions, 2% increase in TBID Assessments collected, and 50 NEW Convention and Visitors Bureau Members. Seconded. No discussion. All in favor. None oppose. The motion passed.

11:01 | 11. CVB Adjourn – Kaylene Kershner

11:02 | 12. New Event Grant Proposal Funding – Sandra Thares
Tourism Business Improvement District Board of Directors act as necessary.

TBID ACTION TAKEN:

Motion made to approve \$19,000 for RegFest. Seconded. Discussion about RegFest's ability to grow and River City Festival's concept needing a more definitive plan, the scope of Diggin' Days and Wind Talker Disc Golf Tournament being too small.

11:16 | 13. TBID Adjourn – Sandra Thares