



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

Thursday, December 19, 2019 | 9:00 AM – 10:30 AM | Video Conference Center, 100 1st Avenue N, Great Falls, Montana

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 11-21-2019 Minutes
b) accept November Financials

Tourism Business Improvement District Board of Directors
a) approve 11-21-2019 Minutes
b) accept November Financials

9:15 | 4. Supplemental Media Plan – Rebecca Engum
Convention and Visitors Bureau Board of Directors approve/reject supplemental media plan.

Tourism Business Improvement District Board of Directors approve/reject supplemental media plan.

9:30 | 5. CVB Membership Policy – Kaylene Kershner
Convention and Visitors Bureau Board of Directors approve/reject updated CVB Membership Policy effective 7-1-2020.

9:50 | 6. Reports
1. Great Falls Area Lodging Association – Karen Venetz
2. Business Development Pipeline – Kristin Dayao
3. Executive Director – Rebecca Engum

10:10 | 7. Partner Updates – Kaylene Kershner, Sandra Thares
Updates on key initiatives, exciting developments, and important efforts affecting Great Falls, Montana.

10:25 | 8. Public Comment – Kaylene Kershner, Sandra Thares
Opportunity for public comment related to Tourism in Great Falls, Montana.

10:30 | 9. Adjourn – Kaylene Kershner, Sandra Thares