



**Boards of Directors Meeting Minutes
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

CVB Board: Brett Doney, Kaylene Kershner, Wendy Lee, Wayne Thares, Brian Thompson, John Faulkner, Gayle Fisher, Kerry McInerney, Kellie Pierce, Karen Venetz, Steve Herrig, Teresa Appelwick

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

Staff: John Harris, Kristin Dayao, Rebecca Engum

Guests: Shane Etwiler

9:07 | 1. Welcome, Introductions, Call to Order – Kaylene Kershner, Sandra Thares

9:10 | 2. Public Comment – Kaylene Kershner, Sandra Thares
Opportunity for public comment related to items on the agenda

No public comment.

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

CVB ACTION TAKEN

Motion made to approve consent agenda with amendment to 11-21-19 minutes to include motion and approval of RegFest funding. Seconded. All in favor. None Opposed. The motion passed.

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

NO TBID ACTION TAKEN

No quorum present.

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

CVB ACTION TAKEN

Motion made to approve the supplemental media plan with radio, connected TV, Yellowstone Journal, Weather Channel, and Snapchat. Discussion about suggested placement by media agency, radio costs and spots, in state airport relationships, streaming television and spend. The motion was seconded. All in favor. None Opposed. The motion passed.

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

NO TBID ACTION TAKEN

No quorum present.

9:33 | 5. CVB Membership Policy – Kaylene Kershner

Convention and Visitors Bureau Board of Directors approve/reject updated CVB Membership Policy effective 7-1-2020.

CVB ACTION TAKEN:

Motion made to approve updated CVB Membership Policy effective 7-1-2020. Seconded. Discussion about administration time to manage benefits, cost reduction, onus of member to engage. All in favor. None opposed. The motion passed.

9:41 | 6. Reports

1. Great Falls Area Lodging Association – Karen Venetz

Karen Venetz gave report.

2. Business Development Pipeline – Kristin Dayao

Kristin Dayao gave report.

3. Executive Director – Rebecca Engum

Rebecca Engum gave report.

9:58 | 7. Partner Updates – Kaylene Kershner, Sandra Thares

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

Updates provided on direct flights, potential for Heritage Area in 2021, Christmas Stroll and Parade of Light attendee numbers, Downtown Development Officer, talent attraction efforts, Ag appreciation event with comedian, way finding progress, upcoming change of staff at Central Montana Tourism.

10:18 | 8. Public Comment – Kaylene Kershner, Sandra Thares

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

No public comment.

10:19 | 9. Adjourn – Kaylene Kershner, Sandra Thares

CVB Signature: _____

TBID Signature: _____