



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

**Thursday, January 16, 2020 | 9:00 AM – 11:00 AM | Video Conference Center, 100 1<sup>st</sup> 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 12-19-2019 Minutes  
b) accept December Financials

Tourism Business Improvement District Board of Directors  
a) approve 11-21-2019 Minutes  
b) approve 12-19-2019 Minutes  
c) accept November Financials  
d) accept December Financials

9:15 | 4. Supplemental Media Plan – Rebecca Engum  
Tourism Business Improvement District Board of Directors approve/reject supplemental media plan.

9:25 | 5. Marketing Grants & Sponsorship Requests – Rebecca Engum  
\$25,000 Marketing Grant Application for a NEW Concert Venue with a Grand Opening Weekend  
0:10 presentation; 0:05 question answer – Scott Reasoner

\$15,000 Marketing Grant Application for two years of Rocky Mountain Cup Gymnastics Meets  
0:10 presentation; 0:05 question answer – Becky Rammell

\$1,000 Marketing Grant Application for 2020 Bike Walk Montana Summit

\$30,000 Sponsorship Request for three years of Montana PRCA Circuit Finals

\$2,500 Sponsorship Request for Montana Music Educators Conference

10:25 | 6. Trustee Recommendation – Sandra Thares  
Tourism Business Improvement District Board of Directors recommend trustee for consideration of Great Falls City Commission.

10:30 | 7. Reports  
1. Great Falls Area Lodging Association – Karen Venetz  
2. Business Development Pipeline – Kristin Dayao  
3. Executive Director & Mid-Year Update – Rebecca Engum

10:35 | 8. Partner Updates – Kaylene Kershner, Sandra Thares  
Updates on key initiatives, exciting developments, and important efforts affecting Great Falls, Montana.

**Grow Tourism | Develop the Destination | Advocate for Tourism**

10:45 | 9. Public Comment – Kaylene Kershner, Sandra Thares  
Opportunity for public comment related to Tourism in Great Falls, Montana.

10:50 | 10. CVB Adjourn – Kaylene Kershner

10:51 | 11. Marketing Grant & Sponsorship Request Funding – Sandra Thares  
Tourism Business Improvement District Board of Directors act as necessary.

11:00 | 12. TBID Adjourn – Sandra Thares