



**Boards of Directors Meeting Minutes  
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**

CVB Board: Brett Doney, Kaylene Kershner, Wendy Lee, Scott Lettre, Peggy O'Hare-Becker, Wayne Thares, Brian Thompson, John Faulkner, Kerry McInerney, Kellie Pierce, Steve Herrig, Janelle Wilberding, Teresa Appelwick, Susan Shannon

TBID Board: Sandra Johnson-Thares, Becky Amaral-Miller, David Buckingham, Scott Shull

Staff: John Harris, Kristin Dayao, Rebecca Engum

Guests: Scott Reasoner, Becky Rammell, David Saslav

9:01 | 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

No Public Comment.

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

**CVB ACTION TAKEN**

Motion made to approve consent agenda. Seconded. All in favor. None Opposed. The motion passed.

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

**TBID ACTION TAKEN**

Motion made to approve consent agenda. Seconded. All in favor. None Opposed. The motion passed.

9:08 | 4. Supplemental Media Plan – Rebecca Engum  
Tourism Business Improvement District Board of Directors approve/reject supplemental media plan.

**TBID ACTION TAKEN**

Motion made to approve supplemental media plan as presented. Seconded. Discussion to focus radio in Billings and Missoula, Kalispell's potential reach into Canada for radio, market that listens to local radio versus satellite radio. All in favor. None Opposed. The motion passed.

9:14 | 5. Marketing Grants & Sponsorship Requests – Rebecca Engum  
\$25,000 Marketing Grant Application for a NEW Concert Venue with a Grand Opening Weekend

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

0:10 presentation; 0:05 question answer – Scott Reasoner

Scott Reasoner presented.

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

Becky Rammell presented.

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

Rebecca Engum presented.

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

Rebecca Engum presented.

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

Rebecca Engum presented.

9:58 | 6. Trustee Recommendation – Sandra Thares  
Tourism Business Improvement District Board of Directors recommend trustee for consideration of Great Falls City Commission.

#### TBID ACTION TAKEN

Motion made to recommend Peggy O'Hare Becker as trustee for consideration of Great Falls City Commission. Seconded. All in favor. None Opposed. The motion passed.

#### 10:00 | 7. Reports

1. Great Falls Area Lodging Association – Karen Venetz

Karen Venetz provided written report read by Rebecca Engum.

2. Business Development Pipeline – Kristin Dayao

Kristin Dayao provided report.

3. Executive Director & Mid-Year Update – Rebecca Engum

Rebecca Engum provided report and mid-year update.

#### 10:24 | 8. Partner Updates – Kaylene Kershner, Sandra Thares

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

Opening on the Montana Tourism Council Advisory Board. Loss Prevention Training provided by Great Falls Area Retail Association. Soren Chargois hired for talent attraction effort. Upcoming river activity business pitch and retail development workshops provided by Great Falls Development Authority. Shortage of regional jets to Minneapolis will result in potential service changes due to phasing out of 50-seater planes. Discussion on what more Tourism could do to assist with keeping and growing flights from GTF.

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

No Public Comment.

10:45 | 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.

**TBID ACTION**

Motion made to approve \$15,000 Marketing Grant for the grand opening of a NEW Concert Venue and \$10,000 Marketing Grant for ongoing marketing of a NEW Concert Venue based on a submitted and approved marketing plan. Seconded. Discussion regarding room demand the proposed week and weekend, the value this venue will have year round, the potential for rooms on a monthly basis, the for profit status and precedent for other businesses to apply for marketing funds, the data available and the responsibility of the organization to be able to wholly own results of marketing and results. All in favor. None Opposed. The motion passed.

**TBID ACTION**

Motion made to approve \$1,000 Sponsorship for 2020 and \$5,000 Matching Challenge Sponsorship for 2021 for Rocky Mountain Cup Gymnastics Meets. Seconded. Discussion regarding time of year, growth of the event, other business benefit, monetizing of vendors, and additional sponsorships that could be available for the event. All in favor. None Opposed. The motion passed.

**TBID ACTION**

Motion made to approve \$1,000 Sponsorship for 2020 Bike Walk Montana Summit. Seconded. Discussion regarding host hotel, attendee's propensity to return to Great Falls for leisure, staff time available for working a booth, the promotion of other lodging opportunities and the ability to land summit again. All in Favor. One abstained. None opposed. The motion passed.

**TBID ACTION**

Motion made to approve \$30,000 Sponsorship 2020 Montana PRCA Circuit Finals occurring January of 2021, 2021 Montana PRCA Circuit Finals occurring January of 2022, 2022 Montana PRCA Circuit Finals occurring January of 2023. Seconded. Discussion regarding the time of year, data provided to support request, ability to leverage the sponsorship more to increase attendance through tourism promotion efforts, and the work to try and grow attendance at all performances. All in Favor. None opposed. The motion passed.

**TBID ACTION**

Motion made to approve \$2,500 Sponsorship for Montana Music Educators Conference. Seconded. Discussion regarding type of attendees, frequency of the event, additional sponsorships for other MEA week events. All in Favor. One abstained. None opposed. The motion passed.

11:20 | 12. TBID Adjourn – Sandra Thares