



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

**Thursday, February 20, 2020 | 9:00 AM – 10:15 AM | Video Conference Center, 100 1<sup>st</sup> Avenue N, Great Falls, Montana**

**CVB Board:** Wayne Thares, Gayle Fisher, Steve Herrig, Kellie Pierce, Janelle Wilberding, Teresa Appelwick, Susan Shannon, Wendy Lee, Kerry McInerney, John Faulkner, Brian Thompson, Brett Doney

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

**Staff:** Marisela Hazzard, Kristin Dayao, Rebecca Engum

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

9:02 | 2. Public Comment – Wayne Thares, Sandra Thares  
Opportunity for public comment related to items on the agenda

No public comment.

9:02 | 3. Appoint Convention and Visitors Bureau Director – Kaylene Kershner

NO ACTION TAKEN

9:38 | 4. Consent Agenda – Wayne Thares, Sandra Thares  
Convention and Visitors Bureau Board of Directors  
a) approve 1-16-2020 Minutes  
b) accept January Financials

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  
c) approve 1-16-2020 Minutes  
d) accept January Financials

TBID ACTION TAKEN

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

9:39 | 5. Convention and Visitors Bureau Financial Management Policy – Wayne Thares  
Convention and Visitors Bureau Board of Directors approve revised Financial Management Policy.

CVB ACTION TAKEN

Motion made to approve revised Financial Management Policy. Seconded. No Discussion. All in favor. None Opposed. The motion passed.

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9:40 | 6. Convention and Visitors Bureau Cyber Security Liability – Wayne Thares  
Convention and Visitors Bureau Board of Directors approve/deny adding Cyber Security Liability Endorsement to General Liability Policy.

**CVB ACTION TAKEN**

Motion made to approve adding Cyber Security Liability Endorsement to General Liability Policy. Seconded. Discussion regarding additional layer of security. All in favor. None Opposed. The motion passed

9:20 | 7. Tourism Business Improvement District Financial Management Policy – Sandra Thares

Tourism Business Improvement District Board of Directors approve/deny revised Financial Management Policy.

**TBID ACTION TAKEN**

Motion made to approve revised Financial Management Policy. Seconded. No Discussion. All in favor. None Opposed. The motion passed.

9:20 | 8. Tourism Business Improvement District Cyber Security Liability – Sandra Thares

Tourism Business Improvement District Board of Directors approve/deny adding Cyber Security Liability Endorsement to General Liability Policy.

**TBID ACTION TAKEN**

Motion made to approve adding Cyber Security Liability Endorsement to General Liability Policy. Seconded. Discussion to not exceed \$500. Discussion regarding added security and cost is usually reasonable. All in favor. None Opposed. The motion passed.

9:41 | 9. Convention and Visitors Bureau Bylaws – Wayne Thares

Convention and Visitors Bureau Board of Directors approve/deny revisions to bylaws.

**CVB ACTION TAKEN**

Motion made to approve revisions to bylaws. Seconded. No discussion. All in favor. None Opposed. The motion passed.

9:21 | 10. Great Falls Wayfinding – Rebecca Engum

Tourism Business Improvement District Board of Directors approve/deny \$6,500 for Great Falls Wayfinding Project.

**TBID ACTION TAKEN**

Motion made to approve \$6,500 for Great Falls Wayfinding Project. Seconded. Discussion regarding TIFs and benefit for the community. All in favor. None Opposed. The motion passed.

9:25 | 11. Chicago Flight Revenue Guarantee – Rebecca Engum

Tourism Business Improvement District Board of Directors approve/deny \$20,000 for Chicago Flight Revenue Guarantee.

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#### TBID ACTION TAKEN

Motion made to approve \$20,000 for Chicago Flight Revenue Guarantee. Seconded. Discussion regarding proven interest from Chicago travelers. All in favor. None Opposed. The motion passed.

#### 9:43 | 12. Media Committee Creation – Wayne Thares, Sandra Thares

Convention and Visitors Bureau Board of Directors approve/deny creation of media committee to consider options for paid media placement and provide recommendations to the Board; appoint three directors to serve.

#### CVB ACTION TAKEN

Motion made to approve creation of media committee to consider options for paid media placement and provide recommendations to the Board; appoint three directors to serve: Wayne Thares, Brian Thompson and Scott Lettre. Seconded. Discussion regarding no action, only recommendations to board, not replacing Banik's work, and a way to manage budget costs better. All in favor. None Opposed. The motion passed.

Tourism Business Improvement District Board of Directors approve/deny creation of media committee to consider options for paid media placement and provide recommendations to the Board; appoint three directors to serve.

#### TBID ACTION TAKEN

Motion made to approve creation of media committee to consider options for paid media placement and provide recommendations to the Board; appoint three directors to serve: Sandra Thares, Robert Dompier, and David Buckingham. Seconded. Discussion regarding no action, only recommendations to board, not replacing Banik's work, and a way to manage budget costs better. All in favor. None Opposed. The motion passed.

#### 9:48 | 13. Marketing Grant Application Review Appointment – Sandra Thares

Appointment of Becky Miller, Scott Schull, Sandra Thares to review team.

#### 9:03 | 14. Reports

1. Great Falls Area Lodging Association – Karen Venetz

Rebecca Engum read report provided by Lodging Association.

2. Business Development Pipeline – Kristin Dayao

Kristin Dayao gave report.

3. Executive Director – Rebecca Engum

Rebecca Engum gave report.

#### 9:50 | 15. Partner Updates – Wayne Thares, Sandra Thares

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

Updates provided on University of Providence Basketball Frontier Conference, Jobs Jamboree hosted in Great Falls April 22<sup>nd</sup>, Alaska added a second flight 4 days a week, record high January for GTF airport, Senate Judicial Committee presentation – studying to continue, Central Montana Tourism sourcing for photography, River Pitch Fest at MT Pints looking for river focused businesses, Invest Downtown event May 7<sup>th</sup>, International Council of Shopping Center show upcoming, talent attraction campaign focusing on digital marketing, downtown development partnership board exploring options to spread out their TIF dollars, Gold Rush TV Show is featuring a Montana mine, Naked and Afraid filmed in Monarch, Class C basketball tournaments began today, after hour ticketed fundraiser shopping event at Scheels on Sunday called “retail therapy”, Montana ExpoPark presentation tonight, expanding climbing gym to be the 2<sup>nd</sup> largest in the state.

10:10 | 16. Public Comment – Wayne Thares, Sandra Thares

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

Economic Development willing to gather business leaders for Ballot Initiative Committee.

10:15 | 17. Adjourn – Wayne Thares, Sandra Thares