



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

Thursday, January 23, 2020 | 10:00 AM – 12:00 NOON | Video Conference Center, 100 1st Avenue N, Great Falls

CVB BOARD: Wayne Thares, Brett Doney, Kaylene Kershner, Wendy Lee, Scott Lettre, Teresa Appelwick, Steve Herrig, Susan Shannon, John Faulkner

TBID BOARD: Sandra Johnson-Thares, Robert Dompier, Scott Shull, David Buckingham

STAFF: Rebecca Engum, Kristin Dayao, John Harris

GUESTS: David Saslav, Heather Burcham, Stefanie Brown

10:00 | 1. Welcome, Introductions, Call to Order – Kaylene Kershner, Sandra Thares

10:05 | 2. Public Comment – Kaylene Kershner, Sandra Thares
Opportunity for public comment related to items on the agenda

Public comment regarding Tourism's need to consider Great Falls is a great place to live and air travel is essential to potential residents and the inclusion of resident recruitment and resident use of airlines as cornerstones to the creative strategy is vital.

10:10 | 3. Paid Media Placement Performance – Heather Burcham

Heather Burcham provided report.

10:20 | 4. Website and Social Media Performance – John Harris

John Harris provided report.

10:42 | 5. Great Falls Montana Tourism Creative Strategy Work Session – Stefanie Brown

11:58 | 6. Adjourn – Kaylene Kershner, Sandra Thares