



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

Thursday, February 20, 2020 | 9:00 AM – 11:00 AM | Video Conference Center, 100 1st Avenue N, Great Falls, Montana

- 9:00 | 1. Welcome, Call to Order, Introductions – 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. Appoint Convention and Visitors Bureau Director – Kaylene Kershner
- 9:15 | 4. Consent Agenda – Kaylene Kershner, Sandra Thares
Convention and Visitors Bureau Board of Directors
a) approve 1-16-2020 Minutes
b) accept January Financials
- Tourism Business Improvement District Board of Directors
c) approve 1-16-2020 Minutes
d) accept January Financials
- 9:20 | 5. Convention and Visitors Bureau Financial Management Policy – Kaylene Kershner
Convention and Visitors Bureau Board of Directors approve revised Financial Management Policy.
- 9:25 | 6. Convention and Visitors Bureau Cyber Security Liability – Kaylene Kershner
Convention and Visitors Bureau Board of Directors approve/deny adding Cyber Security Liability Endorsement to General Liability Policy.
- 9:30 | 7. Tourism Business Improvement District Financial Management Policy – Sandra Thares
Tourism Business Improvement District Board of Directors approve/deny revised Financial Management Policy.
- 9:35 | 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.
- 9:40 | 9. Convention and Visitors Bureau Bylaws – Kaylene Kershner
Convention and Visitors Bureau Board of Directors approve/deny revisions to bylaws.
- 9:50 | 10. Great Falls Wayfinding – Rebecca Engum
Tourism Business Improvement District Board of Directors approve/deny \$6,500 for Great Falls Wayfinding Project.
- 10:00 | 11. Chicago Flight Revenue Guarantee – Rebecca Engum
Tourism Business Improvement District Board of Directors approve/deny \$20,000 for Chicago Flight Revenue Guarantee.

10:10 | 12. Media Committee Creation - Kaylene Kershner, 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.

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.

10:15 | 13. Marketing Grant Application Review Appointment – Sandra Thares

10:20 | 14. Reports

1. Great Falls Area Lodging Association – Karen Venetz
2. Business Development Pipeline – Kristin Dayao
3. Executive Director – Rebecca Engum

10:35 | 15. Partner Updates – Kaylene Kershner, Sandra Thares

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

10:40 | 16. Public Comment – Kaylene Kershner, Sandra Thares

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

10:45 | 17. Adjourn – Kaylene Kershner, Sandra Thares