



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

Thursday, April 16, 2020 | 9:00 AM – 10:25 AM | <https://zoom.us/j/5456501810>; ID: 545 650 1810

CVB Board: Wayne Thares, Gayle Fisher, Steve Herrig, Susan Shannon, Wendy Lee, Kerry McInerney, Brett Doney, Kaylene Kershner, Scott Letre, Karen Venetz

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

Staff: Marisela Hazzard, Kristin Dayao, Rebecca Engum

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

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

No public comment.

9:03 | 3. Consent Agenda – Kaylene Kershner, Sandra Thares
Convention and Visitors Bureau Board of Directors
a) approve 2-20-2020 Minutes
b) accept February Financials
c) accept March 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

- d) approve 2-20-2020 Minutes
- e) accept February Financials
- f) accept March Financials

TBID ACTION TAKEN

Motion made to approve consent agenda. Seconded. Discussed accounting for commitments and deferred revenue. All in favor. None Opposed. The motion passed.

9:06 | 4. Montana ExpoPark Campaign Agreement – Rebecca Engum
Tourism Business Improvement District Board of Directors approve/reject Montana ExpoPark Campaign Agreement and authorize Chair to sign on behalf of Tourism Business Improvement District.

TBID ACTION TAKEN

Motion made to approve Montana ExpoPark Campaign Agreement and Authorize Chair to sign on behalf of Tourism Business Improvement District. Seconded. Discussion regarding the need to expand Montana ExpoPark efforts be more inclusive of a variety of businesses across industries. All in favor. None Opposed. The motion passed.

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9:11 | 5. The Future of Montana ExpoPark Directors Dos and Dents & Talking Points – Rebecca Engum

Discuss Director responsibilities connected to The Future of Montana ExpoPark Plan.

9:14 | 6. Budget Amendment for 2020 – Rebecca Engum

Convention and Visitors Bureau Board of Directors approve/reject amendment to 2020 Budget.

CVB ACTION TAKEN

Motion made to approve the amendment to the 2020 Budget. Seconded. Discussed the review made by my finance committee regarding the changes. All in Favor. None Opposed. The motion passed.

Tourism Business Improvement District Board of Directors approve/reject amendment to 2020 Budget.

TBID ACTION TAKEN

Motion made to approve the amendment to the 2020 Budget. Seconded. No Discussion. All in Favor. None Opposed. The motion passed.

9:16 | 7. TBID Assessment Policy – Sandra Johnson-Thares

Tourism Business Improvement District Board of Directors approve/reject Assessment Policy.

TBID ACTION TAKEN

Motion made to approve Assessment Policy, to include August in Section IV, item a, sub item. Seconded. Discussed delinquent assessment notification process and appealing in the final quarter of reporting. All in Favor. None Opposed. The motion passed.

9:25 | 8. Waive Membership Investment for Fiscal Year 2021 – Wayne Thares

Convention and Visitors Bureau Board of Directors approve/reject waiving fiscal year 2021 Membership Investment. Any credits would be applied to 2022 membership. New members in 2021 must complete membership application to be considered members.

CVB ACTION TAKEN

Motion made to approve waiving fiscal year 2021 membership investment. Any credits would be applied to 2022 membership. New members in 2021 must complete membership application to be considered members. Seconded. Discussion made regarding existing members getting a year's pass, revenue taking a hard hit, and about membership dues not being members priority payments at this moment. All in favor. None Opposed. The motion passed.

9:30 | 9. 2021 Marketing Plan – Rebecca Engum

Convention and Visitors Bureau Board of Directors approve/reject 2021 Marketing Plan.

CVB ACTION TAKEN

Motion made to approve 2021 Marketing Plan. Seconded. Discussed concerns about delinquent payments and lower than projected revenue. All in favor. None opposed. The motion passed.

Tourism Business Improvement District Board of Directors approve/reject 2021 Marketing Plan.

TBID ACTION TAKEN

Motion made to approve 2021 Marketing Plan. Seconded. Discussed concerns about delinquent payments and lower than projected revenue. The need to monitor closely and make adjustments throughout the year. All in favor. None opposed. The motion passed.

9:40 | 10. 2021 Budget – Rebecca Engum

Convention and Visitors Bureau Board of Directors approve/reject 2021 Budget.

CVB ACTION TAKEN

Motion made to approve 2021 Budget. Seconded. No discussion. All in favor. None opposed. The motion passed.

Tourism Business Improvement District Board of Directors approve/reject 2021 Budget.

TBID ACTION TAKEN

Motion made to approve 2021 Budget. Seconded. Discussed the potential to make budget amendments all year long based on new data that becomes available. All in favor. None opposed. The motion passed.

9:45 | 11. Appoint CVB Nominating Committee – Kaylene Kershner

Chair designate 3 members to present a slate of 4 candidates for members to consider for Director to serve from 7-1-2020 to 6-30-2023.

Wayne Thares, Brett Doney, and Brian Thompson were designated to present a slate of 4 candidates for members to consider for Director to serve from 7-1-2020 to 6-30-2023.

9:50 | 12. Reports

1. Great Falls Area Lodging Association – Karen Venetz

Karen Venetz gave report.

2. Business Development Pipeline – Kristin Dayao

Kristin Dayao gave report.

3. Executive Director – Rebecca Engum

Rebecca Engum gave report.

10:15 | 13. Partner Updates – Kaylene Kershner, Sandra Thares

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

Central Montana will retain Gayle Fisher as Admin until December 31, 2020 due to projected budget decreases, awarded marketing Contract to Wendt and Travel Planner Contract to Banik, no new Travel Planner for 2021. Economic Development provided details on COVID-19 resources available and advocacy work happening with federal programs to benefit our local businesses.

10:25 | 14. Public Comment – Kaylene Kershner, Sandra Thares
Opportunity for public comment related to Tourism in Great Falls, Montana.

No Public Comment.

10:25 | 15. Adjourn – Kaylene Kershner, Sandra Thares