



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

**Thursday, April 16, 2020 | 9:00 AM – 11:00 AM | <https://zoom.us/j/5456501810>; ID: 545 650 1810**

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

9:07 | 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

Tourism Business Improvement District Board of Directors  
d) approve 2-20-2020 Minutes  
e) accept February Financials  
f) accept March Financials

9:10 | 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.

9:15 | 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.

9:20 | 6. Budget Amendment for 2020 – Rebecca Engum  
Convention and Visitors Bureau Board of Directors approve/reject amendment to 2020 Budget.

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

9:30 | 7. TBID Assessment Policy – Sandra Johnson-Thares  
Tourism Business Improvement District Board of Directors approve/reject Assessment Policy.

9:35 | 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.

- 9:40 | 9. 2021 Marketing Plan – Rebecca Engum  
Convention and Visitors Bureau Board of Directors approve/reject 2021 Marketing Plan.
- Tourism Business Improvement District Board of Directors approve/reject 2021 Marketing Plan.
- 10:10 | 10. 2021 Budget – Rebecca Engum  
Convention and Visitors Bureau Board of Directors approve/reject 2021 Budget.
- Tourism Business Improvement District Board of Directors approve/reject 2021 Budget.
- 10:25 | 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.
- 10:30 | 12. Reports
1. Great Falls Area Lodging Association – Karen Venetz
  2. Business Development Pipeline – Kristin Dayao
  3. Executive Director – Rebecca Engum
- 10:45 | 13. Partner Updates – Kaylene Kershner, Sandra Thares  
Updates on key initiatives, exciting developments, and important efforts affecting Great Falls, Montana.
- 10:55 | 14. Public Comment – Kaylene Kershner, Sandra Thares  
Opportunity for public comment related to Tourism in Great Falls, Montana.
- 11:00 | 15. Adjourn – Kaylene Kershner, Sandra Thares