



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

Thursday, April 23, 2020 | 10:00 AM – 11:30 AM | <https://zoom.us/j/5456501810> ID: 545 650 1810

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

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

10:20 | 4. Website and Social Media Performance – Marisela Hazzard

10:30 | 5. Great Falls Montana Tourism NEW Creative Strategy – Stefanie Brown
Convention and Visitors Bureau Board of Directors approve/reject new creative strategy.

Tourism Business Improvement District Board of Directors approve/reject new creative strategy.

11:15 | 6. U.S. Economic Development Administration Grant Application – Rebecca Engum
Tourism Business Improvement District Board of Directors approve/reject applying for U.S. Economic
Development Administration grant funds.

11:30 | 6. Adjourn – Kaylene Kershner, Sandra Thares