



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

Thursday, May 21, 2020 | 9:00 AM – 9:43 AM | <https://us02web.zoom.us/j/5456501810>

**CVB Board:** Wayne Thares, Susan Shannon, Scott Lettre, Kaylene Kershner, Brett Doney, Steve Herrig, Kerry McInerney, Karen Venetz, Wendy Lee, Teresa Appelwick, John Faulkner, Kellie Pierce, Brian Thompson, Peggy O’Hare-Becker

**TBID Board:** Sandra Johnson-Thares, Becky Amaral-Miller, Scott Shull, David Buckingham, Peggy O’Haire-Becker, Laurie Price

**Staff:** Rebecca Engum, Kristin Dayao, Marisela Hazzard

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

9:01 | 2. Public Comment – Kaylene Kershner, Sandra Thares  
Opportunity for public comment related to items on the agenda

No public comment.

9:02 | 3. Consent Agenda – Kaylene Kershner, Sandra Thares  
Convention and Visitors Bureau Board of Directors  
a) approve 4-16-2020 Minutes  
b) approve 4-23-2020 Minutes  
c) approve 5-7-2020 Minutes  
d) accept April 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  
e) approve 2-20-2020 Minutes  
f) approve 4-23-2020 Minutes  
g) accept April Financials

**TBID ACTION TAKEN**

Motion made to approve consent agenda. Seconded. No discussion. All in favor. None Opposed. The motion passed.

9:08 | 4. CVB Nomination Slate – Brian Thompson

Slate presented to include Scott Lettre with Great Falls Voyagers, Wayne Thares with Taco Johns, Christina Horton with C.M. Russell Museum, and Lexi Jones with The Do Bar.

9:11 | 5. Honorary Directors Appointment – Kaylene Kershner  
Convention and Visitors Bureau Board of Directors approve/reject reappointing representatives from Great Falls International Airport, Central Montana, Great

**Grow Tourism | Develop the Destination | Advocate for Tourism**

Falls Association of Realtors, Great Falls Home Builders Association, Great Falls Downtown Association, Great Falls Retail Association, Cascade County, Cascade County Tavern Association, Great Falls Lodging Association, Great Falls Chamber of Commerce, and City of Great Falls and appointing a representative from Great Falls Development Authority to serve as Honorary Directors from 7-1-2020 to 6-30-2021.

#### CVB ACTION TAKEN

Motion made to approve consent approve reappointing representatives from Great Falls International Airport, Central Montana, Great Falls Association of Realtors, Great Falls Home Builders Association, Great Falls Downtown Association, Great Falls Retail Association, Cascade County, Cascade County Tavern Association, Great Falls Lodging Association, Great Falls Chamber of Commerce, and City of Great Falls and appointing a representative from Great Falls Development Authority to serve as Honorary Directors from 7-1-2020 to 6-30-2021. Seconded. No discussion. All in favor. One abstentions. None Opposed. The motion passed.

#### 9:13 | 6. 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.

#### 9:33 | 6. Partner Updates – Kaylene Kershner, Sandra Thares

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

Updates provided about Montana State Fair 2020 being cancelled, Class C Boys and Girls State Basketball Tournament secured for 2022, Glacier Facebook group seeing interest from out-of-state visitors, Great Falls International Airport hopeful with travel in July, 2020, airlines are only publishing schedules one-month in advance, and possible aquatic center partnership with the city and Malmstrom AFB. Chamber of Commerce discussion about the potential of a staycation campaign.

#### 9:40 | 7. Prospective Tourism Business Improvement District Trustee Question & Answer – Sandra Thares

Sandra Thares received no questions.

#### 9:40 | 8. Public Comment – Kaylene Kershner, Sandra Thares

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

No public comment.

9:43 | 9. Adjourn – Kaylene Kershner, Sandra Thares