



**Boards of Directors Marketing Meeting Minutes  
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**

**CVB BOARD:** Susan Shannon, Gayle Fisher, Kaylene Kershner, Wendy Lee, Wayne Thares, Brian Thompson, Karen Venetz, Kerry McInerney, Steve Herrig, Brett Doney

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

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

**GUESTS:** Heather Burcham, Stefanie Brown

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

No Public Comment.

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

Heather provided report.

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

Marisela provided report.

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

**CVB ACTION TAKEN**

Motion made to approve double exposure creative strategy. Seconded. Discussion regarding other communities' creative strategy, attention to detail necessary to execute, ability to stand out in a sea of ads. All in favor. None opposed. Motion passed.

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

**TBID ACTION TAKEN**

Motion made to approve double exposure creative strategy. Seconded. Discussion regarding other communities' creative strategy, attention to detail necessary to execute, ability to stand out in a sea of ads. All in favor. None opposed. Motion passed.

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.

**TBID ACTION TAKEN**

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

Motion made to approve applying for U.S. Economic Development Administration grant funds. Seconded. Discussion regarding match. All in favor. None opposed. Motion passed.

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