



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

Thursday, June 18, 2020 | 9:00 AM – 10:08 AM | <https://us02web.zoom.us/j/5456501810>

CVB Board: Wayne Thares, Susan Shannon, Scott Lettre, Kaylene Kershner, Brett Doney, Steve Herrig, Kerry McInerney, Teresa Appelwick, Kellie Pierce, Brian Thompson

TBID Board: Sandra Johnson-Thares, Becky Amaral-Miller, Scott Shull, David Buckingham, Laurie Price, Robert Dompier, Peggy O-Hare-Becker

Staff: Rebecca Engum, Marisela Hazzard

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 5-21-2020 Minutes
b) accept May 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

- c) approve 5-21-2020 Minutes
- d) accept May Financials

TBID ACTION TAKEN

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

9:04 | 4. 2021 Media Plan – Heather Burcham
Convention and Visitors Bureau Board of Directors approve/reject 2021 Media Plan.

CVB ACTION TAKEN

Motion made to approve 2021 Media Plan. Seconded. Discussed media reviewed 2021 Media Plan twice prior to COVID-19. Media committee did recommend steering away from news sources for ad placement as to avoid negative connotations related to news and subsequent advertisements. Liked the process worked this year by involving the Media Committee and leaning on Banik's expertise. All in favor. None opposed. The motion passed.

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

TBID ACTION TAKEN

Motion made to approve 2021 Media Plan. Seconded. Media committee recommended steering away from news sources for ad placement as to avoid negative connotations related to news and subsequent advertisements. Liked the way the process worked this year by involving the Media Committee and leaning on Banik's expertise. All in favor. None opposed. The motion passed.

9:20 | 5. Advocacy Role – Sandra Thares

Convention and Visitors Bureau Board of Directors approve/reject advocating for lodging property tax relief.

CVB ACTION TAKEN

Motion made to advocate for any relief of our lodging properties and the entire tourism industry businesses affected severely by COVID-19. Seconded. Discussed uncertainty of what advocating would entail. Clarified that advocating would enable Great Falls Montana Tourism Executive Director to offer support. All in favor. None opposed. The motion passed.

Tourism Business Improvement District Board of Directors approve/reject advocating for lodging property tax relief.

TBID ACTION TAKEN

Motion made to advocate for any relief of our lodging properties and the entire tourism industry businesses affected severely by COVID-19. Seconded. Discussed that specific action for lodging property tax relief will not be taken and any relief for tourism businesses effected by COVID-10 would be advocated for. All in favor. None opposed. The motion passed.

9:45 | 6. 2021 TBID Officer Slate – Sandra Johnson-Thares

Chair – Sandra Johnson-Thares
Vice Chair – Becky Amaral-Miller
Secretary/Treasurer – David Buckingham

Tourism Business Improvement District Board of Directors elect officers after nominations from the floor taken to serve from July 1, 2020 to June 30, 2021.

TBID ACTION TAKEN

Motion made after nominations called from the floor to approve slate as presented. Seconded. No discussion. All in favor. None opposed. The motion passed.

9:46 | 7. Reports

1. Great Falls Area Lodging Association – Karen Venetz

No report provided.

2. Business Development Pipeline – Rebecca Engum

Grow Tourism | Develop the Destination | Advocate for Tourism

Rebecca Engum gave report.

3. Executive Director – Rebecca Engum

Rebecca Engum gave report.

9:54 | 8. Partner Updates – Kaylene Kershner, Sandra Thares

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

Montana ExpoPark racing event in Phase 2 and Fall event interest. Received positive feedback for cancelling Montana State Fair. Next year's entertainment for the Montana State Fair is finalized. Central Montana Tourism is offering package deals on their website and is seeking businesses to offer creative discounts to be featured within the next week. Rebecca Engum elected as the Treasurer for Central Montana Board of Directors. Great Falls Development Authority (GFDA) launched new relocation and talent attraction website and rebranded as Live in Great Falls Montana. Logos are updated to match tourism logos. New courses are offered to help small businesses create revenue generating websites without consultant and destination creation to create strategy that would enlarge local business market to outside realms. Way finding project is well underway and drafts expected soon. GFDA has additional capital available. Current PPP program is open to June 30, 2020 but advocating for extended deadline. GFDA budget is approved for FY21 and \$75,000 will be committed to marketing for talent attraction. Current RFP for marketing in place. Downtown Summer Market schedule for June 20, 2020, July 25, 2020, and Night Market is scheduled for August 21, 2020. Downtown Association is seeking options to enlarge outside space available for markets without increasing liability to businesses. Fourth of July Parade is occurring. Route length is increased to accommodate 25 people per pod. People are looking to move to Montana. Realtor association stated that listings were down 51% in April and in May numbers are a little bit better. Reopening Hilton Garden Inn July 6 or 7th. Extended Canadian border opening by another 30 days to July 21, 2020. 25 new COVID-19 cases announced in Montana morning.

10:07 | 9. Public Comment – Kaylene Kershner, Sandra Thares

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

No public comment

10:08 | 10. Adjourn – Kaylene Kershner, Sandra Thares

Meeting adjourned.