



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

Thursday, June 18, 2020 | 9:00 AM – 10:15 AM | <https://us02web.zoom.us/j/5456501810>

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 5-21-2020 Minutes
b) accept May Financials

Tourism Business Improvement District Board of Directors
c) approve 5-21-2020 Minutes
d) accept May Financials

9:10 | 4. 2021 Media Plan – Heather Burcham
Convention and Visitors Bureau Board of Directors approve/reject 2021 Media Plan.

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

9:25 | 5. Advocacy Role – Sandra Thares
Convention and Visitors Bureau Board of Directors approve/reject advocating for
lodging property tax relief.

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

9:40 | 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.

9:45 | 7. Reports
1. Great Falls Area Lodging Association – Karen Venetz
2. Business Development Pipeline – Rebecca Engum
3. Executive Director – Rebecca Engum

9:55 | 8. Partner Updates – Kaylene Kershner, Sandra Thares
Updates on key initiatives, exciting developments, and important efforts affecting
Great Falls, Montana.

Grow Tourism | Develop the Destination | Advocate for Tourism

10:10 | 9. Public Comment – Kaylene Kershner, Sandra Thares
Opportunity for public comment related to Tourism in Great Falls, Montana.

10:15 | 10. Adjourn – Kaylene Kershner, Sandra Thares