



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

Thursday, July 16, 2020 | 9:00 AM – 9:46 AM | <https://us02web.zoom.us/j/5456501810>

CVB Board: Wayne Thares, Susan Shannon, Scott Lettre, Kellie Pierce, Brian Thompson, Kerry McInerney, Steve Herrig, Lexi Jones, Christina Horton, Gayle Fisher

TBID Board: Sandra Johnson-Thares, Scott Shull, David Buckingham

STAFF: Zach Clausen, Marisela Hazzard, Rebecca Engum

9:00 | 1. Welcome, Call to Order, Introductions – Scott Lettre, Sandra Thares

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

No public comment.

9:02 | 3. Consent Agenda – Scott Lettre, Sandra Thares
Convention and Visitors Bureau Board of Directors
a) approve 6-18-2020 Minutes
b) accept June 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
a) approve 6-18-2020 Minutes
b) accept June Financials

TBID NO ACTION TAKEN DUE TO LACK OF QUORUM

9:03 | 4. 2021 CVB Officer Slate – Brian Thompson

Chair – Scott Lettre
Vice Chair – Wayne Thares
Secretary/Treasurer – Brian Thompson

Convention and Visitors Bureau Board of Directors elect officers after nominations taken from the floor to serve from July 16, 2020 to June 30, 2021.

CVB ACTION TAKEN

Motion made to approve to approve 2021 CVB Officer Slate. Seconded. No discussion. All in favor. None opposed. The motion passed.

9:06 | 5. Appoint Director – Scott Lettre

Convention and Visitors Bureau Board of Directors approve the appointment of Ron Korb to serve as a Director from 7-16-2020 to 6-30-2021.

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CVB ACTION TAKEN

Motion made to approve to approve appoint director Ron Korb. Seconded. Liked Ron's background and time in community. All in favor. None opposed. The motion passed.

9:07 | 6. Apply for Tourism Safety Grant – Rebecca Engum

Convention and Visitors Bureau Board of Directors approve/deny applying for Tourism Safety Grant for \$101,222 to distribute Safety Information, Marketing, and Joint Ventures with the State of Montana.

CVB ACTION TAKEN

Motion made to approve to approve Tourism Safety Grant. Seconded. Coasters are proposed to deliver COVID-19 messaging instead of posters. All in favor. None opposed. The motion passed.

9:23 | 7. Reports

1. Great Falls Area Lodging Association – Karen Venetz

Sandra Thares gave report.

2. Business Development Pipeline – Zach Clausen

Zach Clausen gave report.

3. Executive Director – Rebecca Engum

Rebecca Engum gave report.

9:35 | 8. Partner Updates – Scott Lettre, Sandra Thares

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

Central Montana created a campaign to drive traffic to Bear Paw Battle for regional drive markets. Central Montana received \$10,000 grant for an outdoor rec campaign. Central Montana is creating packages and deals for lodging properties and creating a landing page on their website. The C. M. Russell Museum has been requiring a mask prior to Governor's orders. No final decision about September Western Art Week. Decision to be made July 20, 2020. Montana ExpoPark has internal county affairs and small events. Real Estate market is hot. Downtown Great Falls is continuing Historic Brothel Tours using the trolley that seats 20 people. Planned tours for August and September. Hoping for food vendors during sidewalk sale events. Brew Fest in September is canceled. The Do Bar canceled all out-of-state entertainment and is discussing the possibility canceling live music events. The C. M. Russell will make mask information posters.

9:44 | 9. Public Comment – Scott Lettre, Sandra Thares

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

No public comment.

9:46 | 10. Adjourn – Scott Lettre, Sandra Thares

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Meeting adjourned.