



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

Thursday, August 20, 2020 | 9:02 AM – 10:20 AM | <https://us02web.zoom.us/j/5456501810>

**CBV Board:** Susan Shannon, Scott Lettre, Steve Herrig, Lexi Jones, Brett Doney, Ron Korb, John Faulkner, Teresa Appelwick

**TBID Board:** Sandra Johnson-Thares, David Buckingham, Laurie Price, Becky Amaral-Miller

**STAFF:** Zach Clausen, Rebecca Engum, Marisela Hazzard

**GUESTS:** Bill Bronson

9:02 | 1. Welcome, Call to Order, Introductions – Scott Lettre, Sandra Thares

9:03 | 2. Public Comment – Scott Lettre, Sandra Thares  
Opportunity for public comment related to items on the agenda

No public comment.

9:04 | 3. Consent Agenda – Scott Lettre, Sandra Thares  
Convention and Visitors Bureau Board of Directors  
a) approve 7-16-2020 Minutes  
b) approve 7-23-2020 Minutes  
c) accept July Financials

NO ACTION TAKEN DUE TO LACK OF QUORUM

Tourism Business Improvement District Board of Directors  
d) approve 7-16-2020 Minutes  
e) approve 7-23-2020 Minutes  
f) accept July Financials

TBID ACTION TAKEN

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

9:07 | 4. Presentation: National Heritage Area Update – Bill Bronson

Convention and Visitors Bureau Board of Directors approve/deny advocating for the proposed Big Sky Country National Heritage Area.

NO ACTION TAKEN

Tourism Business Improvement District Board of Directors approve/deny advocating for the proposed Big Sky Country National Heritage Area.

NO ACTION TAKEN

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9:30 | 5. Second \$10,000 Montana Coronavirus Relief Fund Business Stabilization Grant – Rebecca Engum

Convention and Visitors Bureau Board of Directors approve/deny applying for, and accepting if approved, a second \$10,000 Montana Coronavirus Relief Fund Business Stabilization Grant for Management expense.

NO ACTION TAKEN

9:40 | 6. Proposal to occupy 15 Overlook Dr – Rebecca Engum

Tourism Business Improvement District Board of Directors approve/deny submitting a proposal to the City of Great Falls to occupy 15 Overlook Drive.

NO ACTION TAKEN

10:08 | 7. Reports

1. Great Falls Area Lodging Association – Karen Venetz

Rebecca Engum gave Karen Venetz's report.

2. Business Development Pipeline – Zach Clausen

Zach Clausen gave report.

3. Executive Director – Rebecca Engum

Rebecca Engum gave report.

10:18 | 8. Partner Updates – Scott Lettre, Sandra Thares

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

Great Falls Voyagers is winding down their Save Summer Campaign. Cancelled Guns and Hoses Softball game due to COVID-19 and cancelling Family Camp Night. Last public event today. Positive outlook for baseball season next year. Montana ExpoPark train museum has been painted. Maintenance clearing trees, removing barn, and water main project starts in the next couple of weeks. Still looking for events to continue to in late September. MAGIE and Circuit Finals are hopeful events for next year but gathering sizes for the circuit finals are concerning. Great Falls International Airport traffic down 60% in July, but doubled every month since April. Vegas and Phoenix flights are decreased. Skipping hub networks for tourism flights. September and October flights will be difficult. With Canadian airlines reducing air capability, there is potential for Great Falls to pick up the market for Lethbridge and Medicine Hat. Great Falls Development Authority willing to help tourism businesses with state grants. Updates to current grants with broader restrictions. AG Committee has voted to cancel banquet. Nominations for chamber members are due. Fall directory will be sent shortly. Cancelled Leadership Great Falls for 2021. MABA is cancelled for January 2021.

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10:30 | 9. Public Comment – Scott Lettre, Sandra Thares

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

No public comment.

10:31 | 10. Adjourn – Scott Lettre, Sandra Thares

Meeting adjourned.