



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

**Thursday, October 22, 2020 | 10:02 AM – 10:48 AM |**

**<https://us02web.zoom.us/j/5456501810?pwd=eERYQTBl3drYVICUkJ6Z2gwVkNrdz09>**

**CVB Board:** Susan Shannon, Scott Lettre, Steve Herrig, Teresa Appelwick, Gayle Fisher, Brian Thompson, Kerry McInerney, Wendy Lee

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

**Guest:** Heather Burcham

**Staff:** Marisela Hazzard, Rebecca Engum

10:02 | 1. Welcome, Introductions, Call to Order – Scott Lettre, Sandra Thares

10:02 | 2. Public Comment – Scott Lettre, Sandra Thares  
Opportunity for public comment related to items on the agenda

No public comment.

10:03 | 3. Paid Media Placement Performance – Heather Burcham

Heather Burcham gave report.

10:13 | 4. Website and Social Media Performance – Marisela Hazzard

Marisela Hazzard gave report.

10:36 | 5. Media Plan Review and Changes – Rebecca Engum

Rebecca Engum gave report.

10:48 | 6. Adjourn – Scott Lettre, Sandra Thares

Meeting adjourned.