



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

Thursday, January 21, 2021 | 9:03 AM – 10:20 AM |

<https://us02web.zoom.us/j/5456501810?pwd=WjlYbXp5dkl5MjEzNEMwZ2ZVT3RDUT09>

CVB Board: Lexi Jones, Christina Horton, Wendy Lee, Scott Lettre, Ron Korb, Wayne Thares, Brian Thompson, John Faulkner, Kerry McInerney, Kellie Pierce, Susan Shannon, Brett Doney, Teresa Appelwick, Steve Herrig

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

STAFF: Rebecca Engum, Marisela Hazzard

Guests: Shelia Rice, Soren Chargois

9:03 | 1. Welcome, Call to Order – 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 12-17-2020 Minutes
b) accept December 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 12-17-2020 Minutes
- d) accept December Financials

TBID ACTION TAKEN

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

9:05 | 4. SAM Fest Proposal – Sheila Rice
Tourism Business Improvement District Board of Directors approve/deny investing \$58,000 for SAM Fest, a new event, to happen September 10-12, 2021.

TBID ACTION TAKEN

Motion made to approve investing \$58,000 for SAM Fest a new event, to happen September 10-12, 2021. Seconded. Discussion around the focus of the agenda, dates,

weather, out of state interest, and enough of a draw. All in favor. None opposed. The motion passed.

9:51 | 5. 15 Overlook Drive Lease – Rebecca Engum

Tourism Business Improvement District Board of Directors approve/deny lease agreement with City of Great Falls for 15 Overlook Drive.

TBID ACTION TAKEN

Motion made to approve lease agreement with City of Great Falls for 15 Overlook Drive. Seconded. No discussion. All in favor. None opposed. The motion passed

9:56 | 6. Direct Airline Marketing Commitment – Rebecca Engum

Tourism Business Improvement District Board of Directors take action as needed.

TBID ACTION TAKEN

Motion made to approve committing \$30,000 to direct airline marketing. Seconded. No discussion. All in favor. None opposed. The motion passed

10:06 | 7. Reports

1. Great Falls Area Lodging Association – Karen Venetz

Rebecca Engum gave Karen Venetz's report.

2. Business Development Pipeline – Rebecca Engum

Rebecca Engum gave report.

3. Executive Director – Rebecca Engum

Rebecca Engum gave report.

10:14 | 8. Partner Updates – Scott Lettre, Sandra Thares

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

Great Falls International Airport is more or less back to the pre-COVID schedule, aside from Allegiant. There is a boat show at Montana ExpoPark at the end of January and gymnastics meet in the beginning of February. Ignite Great Falls Event is tomorrow online. Canadian visitors are expressing their desire to return to Great Falls through direct mail and social media. There is no news on the Canadian border opening but Senators will reach out when they know more.

10:19 | 9. Public Comment – Scott Lettre, Sandra Thares

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

No public comment.

10:20 | 10. Adjourn – Scott Lettre, Sandra Thares

Meeting adjourned.

Grow Tourism | Develop the Destination | Advocate for Tourism