



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

Thursday, January 21, 2021 | 9:00 AM – 10:30 AM |

<https://us02web.zoom.us/j/5456501810?pwd=WjIYbXp5dkI5MjEzNEMwZ2ZVT3RDUT09>

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

9:02 | 2. Public Comment – Scott Lettre, Sandra Thares

Opportunity for public comment related to items on the agenda

9:07 | 3. Consent Agenda – Scott Lettre, Sandra Thares

Convention and Visitors Bureau Board of Directors

a) approve 12-17-2020 Minutes

b) accept December Financials

Tourism Business Improvement District Board of Directors

c) approve 12-17-2020 Minutes

d) accept December Financials

9:10 | 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.

9:30 | 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.

9:40 | 6. Direct Airline Marketing Commitment – Rebecca Engum

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

9:55 | 7. Reports

1. Great Falls Area Lodging Association – Karen Venetz

2. Business Development Pipeline – Rebecca Engum

3. Executive Director – Rebecca Engum

10:05 | 8. Partner Updates – Scott Lettre, Sandra Thares

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

10:25 | 9. Public Comment – Scott Lettre, Sandra Thares

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

10:30 | 10. Adjourn – Scott Lettre, Sandra Thares