



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

Thursday, January 28, 2020 | 10:03 AM – 10:55 AM |

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

CVB Board: Christina Horton, Scott Lettre, Kerry McInerney, Teresa Appelwick, Steve Herrig, Gayle Fisher

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

STAFF: Rebecca Engum, Marisela Hazzard

Guest: Heather Burcham

10:03 | 1. Welcome, Call to Order – Scott Lettre, Sandra Thares

10:03 | 2. Public Comment – Scott Lettre, Sandra Thares
Opportunity for public comment related to items on the agenda

No public comment.

10:04 | 3. Paid Media Placement Performance – Heather Burcham

Heather Burcham gave report.

10:20 | 4. Website and Social Media Performance – Marisela Hazzard

Marisela Hazzard gave report.

10:36 | 5. Adventure Await Room Booking Campaign – Rebecca Engum
Tourism Business Improvement District Board of Directors approve/deny \$6,000 to incentivize booking and staying in lodging properties in Great Falls in 2021 through email database reengagement campaign.

TBID ACTION TAKEN

Motion made to approve \$6,000 to incentivize booking and staying in lodging properties in Great Falls in 2021 through email database reengagement campaign. Seconded. Great Falls Montana Tourism would purchase gift cards from all partner businesses and cycle through the list when it is exhausted. All in favor. None opposed. The motion passed.

10:44 | 6. Traveler Sentiment and Media Plan Updates – Rebecca Engum

Rebecca Engum gave report.

10:55 | 7. Adjourn – Scott Lettre

Grow Tourism | Develop the Destination | Advocate for Tourism

Meeting adjourned.