



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

Thursday, February 18, 2021 | 9:02 AM – 10:19 AM |

<https://us02web.zoom.us/j/88250180913?pwd=OWNobmdjVzZDWjhhUWdIeFBieVJrZz09>

**CVB Board:** Wayne Thares, Scott Lettre, Kellie Pierce, Gayle Fisher, Steve Herrig, Wendy Lee, Kerry McInerney, John Faulkner, Teresa Appewick, Christina Horton, Ron Korb, Lexi Jones

**TBID Board:** Sandra Johnson-Thares, Scott Shull, Becky Amaral-Miller, Peggy O’Hare-Becker, David Buckingham

STAFF: Rebecca Engum, Jason Laird, Marisela Hazzard

9:02 | 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.

9:03 | 3. Consent Agenda – Scott Lettre, Sandra Thares  
Tourism Business Improvement District Board of Directors  
a) approve 1-21-2021 Minutes  
b) approve 1-28-2021 Minutes  
c) accept January Financials

**TBID ACTION TAKEN**

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

Convention and Visitors Bureau Board of Directors  
d) approve 1-21-2021 Minutes  
e) approve 1-28-2021 Minutes  
f) accept January Financials

**CVB ACTION TAKEN**

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

9:05 | 4. Where We Are, Where We’ve Been, Where We’re Heading – Rebecca Engum  
A recap of fiscal year 2021 efforts to date.

Comments include appreciation of Rebecca Engum and her staff’s efforts.

9:27 | 5. 1<sup>st</sup> Draw Paycheck Protection Program Loan – Rebecca Engum  
Tourism Business Improvement District Board of Directors approve/deny accepting 1<sup>st</sup> Draw Paycheck Protection Program Loan from First Interstate Bank for \$33,571.40.

**TBID ACTION TAKEN**

Motion made to approve accepting 1<sup>st</sup> Draw Paycheck Protection Program Loan from First Interstate Bank for \$33,571.40. Seconded. No discussion. All in favor. None opposed. The motion passed.

9:28 | 6. Revised Stage 3 Media Plan – Rebecca Engum

Convention and Visitors Bureau Board of Directors approve/deny Stage 3 Media Plan Revisions.

**CVB ACTION TAKEN**

Motion made to approve Stage 3 Media Plan Revisions. Seconded. No discussion. All in favor. None opposed. The motion passed.

Tourism Business Improvement District Board of Directors approve/deny Stage 3 Media Plan Revisions.

**TBID ACTION TAKEN**

Motion made to approve Stage 3 Media Plan Revisions. Seconded. No discussion. All in favor. None opposed. The motion passed.

9:32 | 7. 15 Overlook Drive – Sandra Thares, Rebecca Engum

Tourism Business Improvement District Board of Directors take action as deemed necessary.

No action taken.

9:45 | 8. Reports

1. Great Falls Area Lodging Association – Karen Venetz

No report.

2. Business Development Pipeline – Jason Laird

Jason Laird gave report.

3. Executive Director – Rebecca Engum

Rebecca Engum gave report.

9:57 | 9. Partner Updates – Scott Lettre, Sandra Thares

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

Central Montana finished the calendar year with down 36% for hotel occupancy and had strong hunting presence in November 2020. Central Montana is using Google Ads for their marketing and is in the interview process for Gayle's replacement. Glacier National Park East Entrance should be open summer 2021 with 50% capacity for the shuttles. Great Falls International Airport will be hosting US Route Planners in Great Falls, September 12-15<sup>th</sup>, 2021. The Springhill will be providing free rooms for the event. Social Community Airline Grant will be submitted in March 2021, which will provide about 60% of \$1 million fundraising commitment for American Airlines. Parks and Recs is completing the final design of the Aquatics Center to meet September groundbreaking deadline.

10:05 | 10. Public Comment – Scott Lettre, Sandra Thares

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

No public comment.

10:06 | 11. Executive Director Review – Scott Lettre, Sandra Thares

Convention and Visitors Bureau Board of Directors and Tourism Business Improvement District Board of Directors will go into Executive Session to discuss the annual performance review of Executive Director. After Executive Session, Tourism Business Improvement District Board of Directors will act as deemed necessary.

CVB ACTION TAKEN

Motion made to close meeting for Executive Session. Seconded. No Discussion. All in Favor. None opposed. The motion passed.

TBID ACTION TAKEN

Motion made to close meeting for Executive Session. Seconded. No discussion. All in favor. None opposed. The motion passed.

CVB ACTION TAKEN

Motion made to reopen meeting at 10:17. Seconded. No discussion. All in favor. None opposed. The motion passed.

TBID ACTION TAKEN

Motion made to reopen meeting at 10:17. Seconded. No discussion. All in favor. None opposed. The motion passed.

TBID ACTION TAKEN

Motion made to provide Executive Director a \$2,500 bonus. Seconded. No discussion. All in favor. None oppose. The motion passed.

10:19 | 12. Adjourn – Scott Lettre, Sandra Thares

Meeting adjourned.