



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

Thursday, February 18, 2021 | 9:00 AM – 11:00 AM |

<https://us02web.zoom.us/j/88250180913?pwd=OWNobmdjVzZDWjhhUWdIeFBleVJrZz09>

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 1-21-2021 Minutes
b) approve 1-28-2021 Minutes
c) accept January Financials

Tourism Business Improvement District Board of Directors
d) approve 1-21-2021 Minutes
e) approve 1-28-2021 Minutes
f) accept January Financials

9:10 | 4. Where We Are, Where We've Been, Where We're Heading – Rebecca Engum
A recap of fiscal year 2021 efforts to date

9:25 | 5. 1st Draw Paycheck Protection Program Loan – Rebecca Engum
Tourism Business Improvement District Board of Directors approve/deny accepting
1st Draw Paycheck Protection Program Loan from First Interstate Bank for
\$33,571.40.

9:30 | 6. Revised Stage 3 Media Plan – Rebecca Engum
Convention and Visitors Bureau Board of Directors approve/deny Stage 3 Media
Plan Revisions.

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

9:40 | 7. 15 Overlook Drive – Sandra Thares, Rebecca Engum
Tourism Business Improvement District Board of Directors take action as deemed
necessary.

9:55 | 8. Reports
1. Great Falls Area Lodging Association – Karen Venetz
2. Business Development Pipeline – Jason Laird
3. Executive Director – Rebecca Engum

- 10:10 | 9. Partner Updates – Scott Lettre, Sandra Thares
Updates on key initiatives, exciting developments, and important efforts affecting Great Falls, Montana.
- 10:20 | 10. Public Comment – Scott Lettre, Sandra Thares
Opportunity for public comment related to Tourism in Great Falls, Montana.
- 10:25 | 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.
- 11:00 | 12. Adjourn – Scott Lettre, Sandra Thares