



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

Thursday, January 28, 2020 | 10:00 AM – 11:00 AM |

<https://us02web.zoom.us/j/5456501810?pwd=WjlYbXp5dki5MjEzNEMwZ2ZVT3RDUT09>

10:00 | 1. Welcome, Call to Order – Scott Lettre, Sandra Thares

10:02 | 2. Public Comment – Scott Lettre, Sandra Thares
Opportunity for public comment related to items on the agenda

10:07 | 3. Paid Media Placement Performance – Heather Burcham

10:25 | 4. Website and Social Media Performance – Marisela Hazzard

10:40 | 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.

10:50 | 6. Traveler Sentiment and Media Plan Updates – Rebecca Engum

11:00 | 7. Adjourn – Scott Lettre, Sandra Thares