



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

Thursday, April 15, 2021 | 9:02 AM – 10:25 AM | Zoom

<https://us02web.zoom.us/j/5456501810?pwd=WjlYbXp5dkl5MjEzNEMwZ2ZVT3RDUT09>

CVB Board: Teresa Appelwick, Scott Lettre, Wayne Thares, Gayle Fisher, Ron Korb, John Faulkner, Christina Horton, Lexi Jones, Steve Herrig, Susan Shannon

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

STAFF: Rebecca Engum, Jason Laird, Marisela Hazzard

GUEST: Peter Jennings

9:02 | 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

No public comment.

9:03 | 3. Consent Agenda – Scott Lettre, Sandra Thares
Convention and Visitors Bureau Board of Directors
a) approve 3-18-2021 Minutes
b) accept March Financials

CVB ACTION TAKEN

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

Tourism Business Improvement District Board of Directors

- c) approve 3-18-2021 Minutes
- d) accept March Financials

TBID ACTION TAKEN

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

9:04 | 4. 2022 Marketing Plan and Operations Strategy, with Budget – Rebecca Engum
Convention and Visitors Bureau Board of Directors approve/deny 2022 Marketing Plan and Operations Strategy, with Budget.

CVB ACTION TAKEN

Motion made to approve 2022 Marketing Plan and Operations Strategy, with Budget and establish an ad hoc incentive committee. Seconded. Discussed minimums for family itineraries/events for meetings and convention, cost associated with visitor guide distribution, . All in favor. None opposed. The motion passed.

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Tourism Business Improvement District Board of Directors approve/deny 2022 Marketing Plan and Operations Strategy, with Budget.

TBID ACTION TAKEN

Motion made to approve 2022 Marketing Plan and Operations Strategy, with Budget and establish an ad hoc incentive committee. Seconded. Discussed minimums for family itineraries/events for meetings and conventions. All in favor. None opposed. The motion passed.

9:53 | 5. CVB Nominations Committee – Scott Lettre

Accept volunteers from Convention and Visitors Bureau Board of Directors for nominations committee to fill one Director seat that expires 6-30-2021.

Volunteers secured for nominations committee.

10:00 | 6. TBID Trustee Recommendation – Sandra Johnson-Thares

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

TBID ACTION TAKEN

Motion made to recommend Peter Jennings as new TBID trustee to the City of Great Falls. Seconded. Discussion regarding Peter's excitement to be a part of the TBID. All in favor. None opposed. The motion passed.

10:00 | 7. 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.

10:25 | 8. Partner Updates – Scott Lettre, Sandra Thares

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

Central Montana dropped projected amount for budget by \$20,000 and there is a large social campaign starting soon. Multiple digital ads are performing well, some with visual intelligence use. SEO updates and new content will be added to Central Montana's website. Waiting to launch \$9,000 media campaign in Canada. Interviews continue for Gayle Fisher's replacement. Montana ExpoPark will host the Prairie Sisters Vintage Market April 14, 2021, Golden Triangle Preview, Motorcycle Training, Firefighter Testing on Site, Great Falls Guns and Antique Show, UP Rodeo (not open to public/streamed only).

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Montana ExpoPark announced lineup for Montana State Fair and tickets go on sale May 1, 2021. Tickets go on sale to the public on April 16, 2021 for The Price is Right Live. C.M. Russell Museum is breaking ground for their campus expansion, causing indefinite road closures on 15th Ave N between 4th and 5th Street. Wayfinding will be challenging for local and tourist traffic. Construction will continue into July 2021. The Do Bar is having issues fulfilling staff needs. Event space will open up the second week of May 2021 and inquiries are flooding in. Starting Sunday April 18, 2021, The Sip 'n Dip Lounge pool will be drained and no mermaids for 6 weeks. Parks and Rec is working on new aquatic center and environmental assessment will be released in the local paper for public comment. There will be a public hearing in May 2021. Summer Camps and Pools will be occur/be open this summer. Great Falls International Airport stated that middle seats are now available on Delta. Seattle and Denver are at three flights. Full capacity is almost back.

10:24 | 8. Public Comment – Scott Lettre, Sandra Thares
Opportunity for public comment related to Tourism in Great Falls, Montana.

No public comment.

10:25 | 10. Adjourn – Scott Lettre, Sandra Thares

Meeting adjourned.