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**Great Falls Tourism Business Improvement District**

**Minutes; Request for Funding Meeting**

**1pm – February 16, 2012**

**Holiday Inn – 400 10<sup>th</sup> Ave. So.**

February 16, 2012

**Facilitator:** Robert Dompier - Chair

**Minutes:** Karen Venetz – Administrative & Marketing Director

**Board members present:** Robert Dompier, Sandra Johnson-Thares, Pam Volk, Malissa Hollan, Scott Shull and Ryan Carroll

**Board members absent:** David Buckingham

**Quorum present:** Yes

**Guests:** Norma Ashby; GF Ad Club and Martin Fleck; GF Downtown Association

**Meeting called to order:** 1:05pm

**Approval of minutes:** Minutes to be reviewed at Feb. 23<sup>rd</sup> BOD meeting

**Approval of financial report:** To be reviewed at Feb. 23<sup>rd</sup>, BOD meeting

**Public comment on agenda items:** There were no public comments

**Agenda topics:**

**Presentations:**

- Ad Club – 1pm – Norma Ashby
  - Ms. Ashby requested funding to support the Ad Club “Celebrity Celebration” featuring Jack Hanna, Animal Expert.
  - Mr. Hanna will perform at the Mansfield Center, featuring his videos and live animals from Zoo Montana.
  - A motion was made to fund the event in the amount of \$100; a second was called for three times. The motion died for lack of a second
  - The TBID determined the request does not fulfill the mission of generating room nights for the lodging properties in Great Falls
- GF Downtown Association – 1:20pm – Martin Fleck
  - Mr. Fleck requested funding to provide assistance in printing 12,000 copies of the DGFA coupon booklet. The booklet is very popular with Canadian visitors who spend nights in Great Falls lodging properties.
  - A motion was made to fund the project for \$500, followed by a second. After discussion the motion was amended to fund the print project of DGFA coupon book with a \$300 grant, the motion was seconded and passed with unanimous consent.
- 4-Seasons Sports Foundation
  - The Sports Foundation requested funding to assist with printing of a sports contact list.
  - The list will allow for advance promotion to communities that will be traveling to Great Falls.

- A motion was made to fund the project with a \$400 grant; the motion was followed with a second. ~~The motion passed with unanimous consent~~ The motion failed by lack of majority vote.
- TBID/CVB Leisure Marketing funds
  - Ms. Venetz presented a request to supplement the CVB May-June 2012 Canadian Campaign by placing media in March and April. The placement is to draw attention to the new Frontier Airlines commitment to Great Falls and to highlight the lodging properties and attractions.
  - A motion was made to fund this project with a \$9000 grant to the CVB. The funds will go to media placement and a small portion will be used to supplement the creative that the CVB has already committed to.
- TBID/CVB Electronic Marketing Funds
  - Ms. Venetz presented a request to supplement the CVB website. The website will be the main portal for Great Falls. The website will direct traffic to the CVB website, which features lodging properties
  - A motion was made to fund the project with a grant up to \$3500.00. The grant is payable at the end of the project when a total for the project is known.

**New Business:**

- Checks were issued

**Meeting adjourned: 3:15 pm**

**Next meetings: Please review meetings below**

February 2012 meetings	March 2012 meetings	April 2012
February 23, 2012 @ 10am – Board of Director meeting – Holiday Inn	March 15 – Western Art Week & SLC consumer show ; meeting cancelled  March 22 @ 10am Board of Director meeting – Holiday Inn	April 19, 2012 @ 1pm at the Holiday Inn – Request for Funds meeting  April 26, 2012 @ 10am at the Holiday Inn. Board of Director meeting