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Great Falls Tourism Business Improvement District

Minutes; Presentation meeting

1pm – July 19, 2012

Holiday Inn – 400 10th Ave. So.

July 19, 2012

Facilitator: Robert Dompier - Chair

Minutes: Karen Venetz – Administrative & Marketing Director

Board members present: Robert Dompier, Scott Shull, David Buckingham, Ryan Carroll, Becky Amaral-Miller, and Malissa Hollan

Board members absent: Sandra Johnson-Thares

Quorum present: Yes

Guests: Ron Ray – Race Montana; Johna Wilcox and Pam Bennett – Wendt

Meeting called to order: 1:10pm

Approval of minutes: Minutes to be reviewed at the Board of Director meeting on July 26, 2012

Approval of financial report: Yearend report to be reviewed at the Board of Director meeting on July 26, 2012

Public comment on agenda items: None

Chairperson, Robert Dompier welcomed new board member Becky Amaral-Miller, General Manager of the Staybridge Suites to the TBID Board.

Agenda topics:

- Race Montana – presented by Ron Ray
 - Mr. Ray presented a request for funding for the upcoming Race Montana Triathlon to take place in Great Falls on August 5, 2012. The Race Montana group did a good job of putting together an “information sheet” that all participants must complete upon picking up there race package, which will assist them with future events.
 - A motion was made to grant the event \$250, the motion died for lack of a second
 - Discussion: Suggest Race Montana contact the TBID earlier than two weeks prior to the event so that funding could be used to market the event to bring in over-night guests, and suggested a different date other than during the State Fair.
- FY-13 Canadian Campaign presented by Wendt
 - Proposals for a 2013 spring and a 2012 fall media campaign were submitted. The campaigns include radio, Internet Banner Ads and Social Media. The campaigns are in partnership with the GF CVB. The campaigns are based on the success of previous Canadian campaigns that the GF CVB and the TBID partnerships developed.
 - A motion was made to fund the 2013 spring and the 2012 fall campaigns for a total of \$20,000 (\$10,000 each) as proposed in the media plan. The motion was seconded. The motion carried with unanimous consent.
 - Discussion: Request additional information from Wendt regarding the success of the above campaigns and the past campaigns.
- Meetings and Convention Plan (Draft) – Wendt Communications

- Per a request of Ms. Venetz, Wendt submitted a media plan for meeting and convention publications. This plan was presented to begin a dialogue for any future plans that may develop.
- NEA Way Finding Grant
 - The City of Great Falls received word that their request for Our Town Funding (Way-finding) had been reviewed but unfortunately was not selected to receive a grant. The money set aside (\$500) will be returned to the general fund
- September 20, 2012 meeting
 - The September 20, 2012 meeting has been cancelled. The Request for funding presentations will be heard on September 27, 2012 at the Board of Director meeting.

Checks issued: Checks were signed by Mr. Dompier and had been signed prior to the meeting by Mr. Thares

Meeting adjourned: 3:10pm

Next meetings:

July 2012	August 2012	September 2012	October 2012
July 19, 2012 @ 1pm – location Holiday Inn - Request for Funds meeting	August 16, 2012 @ 1pm – Holiday Inn – Request for funds meeting	September 20, 2012 @ 1pm Holiday Inn – Request for funds meeting	October 18, 2012 @ 1pm Holiday Inn – Request for funds meeting
July 26, 2012 @ 10am – Holiday Inn – Board of Director meeting	August 23, 2012 at 1pm – Holiday Inn – Board of Director meeting	September 27, 2012 @10am Holiday Inn – Board of Director meeting	October 25, 2012 @ 10am Holiday Inn – Board of Director meeting