



P. O. Box 648 Great Falls, MT 59403 406-868-5610 director@gftourismbid.com www.gftourismbid.com

**Great Falls Tourism Business Improvement District
Minutes (Final); Board of Director meeting
10am – October 25, 2012
Holiday Inn – 400 10th Ave. So.**

Chair

Secretary/Treasurer

Date

October 25, 2012

Facilitator: Scott Shull – Vice-chair

Minutes: Karen Venetz – Administrative & Marketing Director

Board members present:

Malissa Hollan, Scott Shull, David Buckingham and Sandra Johnson-Thares

Board members absent: Ryan Carroll, Becky Amaral-Miller and Robert Dompier

Quorum present: Yes

Guests: Emily Gulick, Mark Cappis, and David Phile – Anderson – Zurmuehlen & Co. Auditors

Meeting called to order: 10:05am

Approval of minutes:

- The minutes of September 25, 2012 were presented. A motion was made to accept the minutes with the suggested change. The motion was seconded. Motion passed with unanimous consent
- The minutes of September 27, 2012 were presented. A motion was made to accept the minutes with the discussed change. The motion was seconded. Motion passed with unanimous consent.
- The minutes of October 18, 2012 were presented. A motion was made to accept the minutes with the addition of David Buckingham's name as not attending. The motion was seconded. Motion passed with unanimous consent.

Approval of financial report: Financial report as of September 30, 2012 to be reviewed

- The finance report of September 20, 2012 was presented. A motion was made to accept the report as presented, motion was seconded. The motion passed with unanimous consent.
 - Ms. Venetz shared with the Board that there had been an error made in the number of electronic transfers from the TBID account to her account (wages). A letter had been submitted to the bank changing the dates of the transfers. The error occurred when the original transfers were not cancelled, resulting in double transactions. Ms. Venetz was requested to submit a more detailed report via email on Friday, October 26, 2012 to the Board explaining the error.

Public comment on agenda items:

Agenda topics:

- Anderson Zurmuehlen & Co
 - Auditors – Emily Gulick, Mark Cappis and David Phile
 - The auditors will file a “unqualified Opinion” with the state – highest opinion attainable
 - The audit includes a MD&A – Mr. Cappis mentioned that, now that the TBID has one MD&A on file, the TBID could consider processing the report on its own next year

- Mr. Cappis suggested reviewing the County payments of assessments from two times per year to receiving them just one time per year.
 - This would include a change in the TBID by-laws
- Allowance for accounts not paying
 - Mr. Cappis said this there is no need to have an allowance, as no matter what, eventually a property must pay
- Mr. Cappis mentioned to watch the variances; which are fine at this time, but if all budget would have been spent room nights may have risen.
- A motion to approve the audit as presented was made, the motion was seconded. Motion passed with unanimous consent

New Business:

- Selection of vendor to produce the professional meeting guide and the sports facility guide
 - Ms. Venetz presented three bids each for the proposed meeting guide and the sports facility guide.
 - The estimates were all well done, but the Board felt uncomfortable committing the dollar amount to either of the projects.
 - The Board request Ms. Venetz submit more samples and a simpler plan.
 - Ms. Venetz mentioned she would feel more comfortable with a sales piece while attending the RCMA conference.
 - The Board agreed, but feels a simpler version will still provide the information necessary to meet with meeting planners.
 - Ms. Venetz will move forward and bring in additional information to the Nov. 15th Board meeting.
- Media placement in Sports Events publication
 - Ms. Venetz shared the news of the Montana article that will be in the Sports Events magazine in November. Ms. Venetz worked with the free-lance writer on content.
 - Ms. Venetz contacted the Sports Events publication to ask about other opportunities in the publication.
 - The contact sent several back copies, including the December issue which is an annual planning guide.
 - Ms. Venetz suggested an ad placement in the Dec. issue to coincide with the planning guide and to enhance the awareness from the November article. There was not enough time for ad design and placement in the November issue.
 - The Board felt that they would like to wait and possibly place next year
- Chamber of Commerce – low cost air carrier
 - Mr. Shull attended the meeting regarding the reserve fund of the low-cost air carrier.
 - Since Frontier experienced a successful first run, the reserve fund was not tapped
 - The Chamber will send out a form asking the stakeholders if they prefer to have the Chamber hold the funds or if they would like to receive them back
 - Since the auditors were in attendance the Board asked them what they would suggest
 - The auditors asked if the TBID still had the same commitment to the low-cost air carrier and if so would suggest the Chamber retain the funds and save on unnecessary transactions.

Old Business:

- Administrative & Marketing Director monthly report
 - Ms. Venetz reported on:
 - MSAE – January meeting – Karen will have time to explain the GF TBID

- Sports events magazine and article
- NAIA bids – Karen has 3 bid packets to review
- Classes Karen was scheduled to attend were in conflict with MSAE and the other was cancelled
- ML&HA conference, just returned. Good conference, good attendance. Senate race and Governor’s race candidate presence.
- Web development;
 - Doug Ormseth / Shortgrasswill attend the Nov 15th meeting
 - Visitors Guide is on the website
 - Link to TBId minutes is linked to the City website
 - Newsletter is available on the website
 - Revised Request for funds is on the site
- Working on sales retreat
- Working on Calendar

Checks issued:1:07pm

Meeting adjourned:

Next meetings: Please mark your calendars to reflect upcoming meetings.

October 2012	November 2012	December 2012	January 2013
October 18, 2012 @ 1pm – Request for Funds - Holiday Inn	November 15, 2012 @ 1pm – Request for Funds - Holiday Inn	December 20, 2012 @ 1pm – Request for Funds – Holiday Inn	January 17, 2013 @ 1 pm Request for Funds – Holiday Inn
October 25, 2012 @ 10am – Board of Director - Holiday Inn	November 22, 2012 @ 10am – Board of Director - Holiday Inn – this meeting will be cancelled or rescheduled due to Thanksgiving.	December 27, 2012 at 10am Board of Director meeting – Holiday Inn -	January 24, 2013 @ 10am Board of Director meeting – Holiday Inn