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**Great Falls Tourism Business Improvement District
Minutes; Presentation and Board of Director meeting
1pm – November 15, 2012
Holiday Inn – 400 10th Ave. So.**

November 15, 2012

Facilitator: Robert Dompier - Chair

Minutes: Karen Venetz – Administrative & Marketing Director

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

Board members absent: None

Quorum present: Yes

Guests: Gary Ehnes and Dick Lyman, UGF and Doug Ormseth – Shortgrass Web Development

Meeting called to order: 1:08 pm

Approval of minutes:

- The minutes of October 25, 2012 were reviewed as presented. A motion was made to accept the minutes as presented, the motion was seconded. The motion carried with unanimous consent.

Approval of financial report:

- The finance report as of October 31, 2012 was reviewed as presented. A motion was made to accept the finance report as presented, the motion was seconded. The motion carried with unanimous consent.

Public comment on agenda items: None

Agenda topics:

- Presentations
 - Doug Ormseth – Shortgrass Web Development
 - Mr. Ormseth attended the meeting to present the suggested changes he and Ms. Venetz had been discussing.
 - The CVB, TBID and the GFALA sites have multiple missions with a general goal to attract more visitors to Great Falls
 - TBID has two missions
 - Broadly attract visitors
 - Uniquely specific mission of “heads in beds”
 - TBID duplicates much of the CVB site
 - Audience needs to understand the TBID
 - The site needs to reach potential visitors but also key members of the community relevant to the TBID mission.
 - Event planners
 - Sports managers
 - Infrastructure planners
 - Tactics can be sharpened by:
 - Reducing overlap of the other sites

- Promote navigation and content specific to the mission and its members
 - Recommended strategy
 - RE-prioritize graphical navigation to emphasize TBID's specific mission
 - Change out photos
 - Event planning form
- Gary Ehnes and Dick Lyman - UGF – Rodeo
 - Mr. Ehnes and Mr. Lyman requested funding for a rodeo May 2, 3, 4, 2013
 - 11 regions in the NIRA will be represented.
 - The College will make this an annual event
 - The application was completed accurately.
 - A motion was made to fund the rodeo with a \$10,000 grant, the motion was seconded. The motion carried with unanimous consent
- Sandra Johnson-Thares – Voices of Montana Tourism
 - Ms. Thares wanted to see how the Board felt about continued support for the Voices of Montana Tourism.
 - The Board felt it is in the best interest of the Tourism industry to continue support
 - This was discussion only, no action was taken.
- Professional meeting guide estimates
 - Ms. Venetz shared the estimated she had collected to design and print the 20-page meeting planner booklet.
 - Allegra printing and Slingshot graphic will produce the booklet
- Administrative & Marketing report
 - Ms. Venetz reported on MSAE, Sports Events magazine, Sports tournaments, GF Brand, Sales retreat and update on the calendar
- 2nd request sent from JCCS to Greystone and Best Resting
 - Reported that the accountant had sent out second requests
- Letter from John Parker – Cascade County Attorney
 - Reported that the County Attorney had received, read and approved the FY_12 audit
- Workman comp
 - Ms. Venetz shared proof of workman comp insurance, per contract.
- Evaluation: Hosting an event
 - Ms. Venetz shared information worth reviewing prior to consideration of hosting an event
- Discussion:
 - Suggested producing forms for event requirements that would make it easier for the event organizer to report back to the TBID.
 - Hotel – motel room nights
 - Summary of what is required after the event
 - Request to re-align set-aside form for ease of reviewing

Checks issued: Appropriate signatures were received

Meeting adjourned: 3:25pm

Next meetings:

November 2012	December 2012	January 2013	February 2013
November 15, 2012 @ 1pm Holiday Inn – Request for Funds meeting	December 20, 2012 @ 1pm Holiday Inn – Request for Funds meeting	January 17, 2013 @ 1pm Holiday Inn – Request for Funds meeting	February 21, 2013 @ 1pm Holiday Inn – Request for Funds and Board of Director meeting

November 22, 2012 – Thanksgiving – meeting cancelled	December 27, 2012 @ 10am – meeting Holiday Inn – Board of Director meeting – meeting cancelled.	January 24, 2013 – Board of Director meeting – 10am – Holiday Inn	February 28, 2013 – no meeting.
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