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**Great Falls Tourism Business Improvement District
Minutes; Presentation and Board of Director meeting
1pm – December 20, 2012
Holiday Inn – 400 10th Ave. So.**

| Chair | Sec/Treasurer | Date |
|--|----------------------|-------------|
| December 20, 2012 | | |
| Facilitator: Robert Dompier - Chair | | |
| Minutes: Karen Venetz – Administrative & Marketing Director | | |
| Board members present: Robert Dompier, Sandra Johnson-Thares, Scott Shull, Ryan Carroll, David Buckingham, and Malissa Hollan | | |
| Board members absent: Becky Amaral-Miller | | |
| Quorum present: Yes | | |
| Guests: Randall McCamley – City of Great Falls Fire Chief, John Faulkner & Lara Tait-GF Airport, Gary DeGooyer-GFPS, Steve Malicott- GF Chamber of Commerce | | |
| Meeting called to order: 1:05pm | | |
| Approval of minutes: The minutes of November 15, 2012 were reviewed. A motion was made to accept the minutes as presented, the motion was seconded. The motion carried with unanimous consent. | | |
| Approval of financial report: Ms. Venetz presented the finance report as of November 30, 2012. Ms. Venetz mentioned she had neglected to add the UGF Rodeo to the set asides, but will include the information in next month's report. 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: There were no public comments | | |
| Agenda topics: | | |
| ➤ Presentations | | |
| ○ 1:10 – Montana State Fire Fighters Testing Consortium | | |
| ▪ Fire Chief Randall McCamley presented information for the 2013 Montana Fire Fighters Testing Consortium. 2012 was the first time the consortium was held outside of Bozeman, MT. The event was extremely successful and well received by the State fire chiefs and test participants. | | |
| • There was a motion to fund the 2013 May and June event for a total grant of \$3000.00. The motion was seconded. The motion carried with unanimous consent. | | |
| ○ 1:30 – GF International Airport | | |
| ▪ Mr. Faulkner and Ms. Tait presented two requests for funding. | | |
| • Frontier Midwest Marketing Campaign | | |
| ○ The GF Airport is building on the success of Frontier airlines' first year in Great Falls and they are preparing for the second year and increased passenger capacity. | | |

- A motion was made to fund the marketing efforts with a \$15,000 grant, the motion was seconded. The motion carried with unanimous consent.
 - Genuine Montana Rack Brochure
 - The Airport has a beautiful brochure defining our area as destination. The airport offered the TBID the opportunity to place 4-pages to list the lodging properties.
 - There was a motion to fund the proposed extra pages with a grant of \$3000.
 - The motion dyed for lack of a second
 - The TBID BOD felt the genuinemontana.com website includes the lodging properties, so that the additional four pages were not necessary.
- 2:00 – Great Falls Public Schools
 - Mr. DeGooyer presented information on the upcoming Divisional A BBB and GBB.
 - A motion was made to grant \$1000 to assist with the tournament. The motion was seconded. The motion carried with unanimous consent.
- 2:15 – GF Chamber of Commerce
 - Mr. Malicott shared information regarding the GF Area Chamber of Commerce annual meeting and entertainment. The Chamber have arranged to have Bill Engvall preform on April 4th and requested assistance with advertising in the Lively Times publication.
 - A motion was made to fund the request with a \$615 grant, the motion was seconded. The motion carried with unanimous consent.
- Draft of TBID grant requirements
 - Ms. Venetz shared her summary for those who receive grants from the TBID to simplify the process. The board requested language be added regarding failure to comply with the grant requirements
- Draft of survey
- Ms. Venetz, shared the survey she designed to assist those who receive grants in collect lodging and attendance records.
- Detailed list of all events
 - Ms. Venetz shared a list of all events the TBID has funded since its beginning
- USA Today Travel Guide
 - Ms. Venetz shared information from the USA travel guide regarding advertising opportunity. The guide drops in area stores in June and is on the self for 2-months. The magazine drops a total of 500,000. The board thought June was too late to advertise for vacation opportunities in Great Falls.
- Administrative report
 - Ms. Venetz shared progress with the RCMA conference, MSU Social Media opportunity, sporting and convention opportunities, the forward movement on the calendar, website and professional meeting guide.
 - Ms. Venetz requested that she be able to spend a minimum of \$150 and a maximum of \$175 towards a booth gift to be used at the RCMA conference.
 - A motion was made to fund a booth gift for a minimum of \$150 and a maximum of \$175, the motion was seconded. The motion carried with unanimous consent
- Open Discussion
 - There was no open discussion

Checks issued:Mr. Dompier and Ms. Hollan signed the checks Ms. Venetz had prepared

Meeting adjourned: 3:45pm

Next meetings:

| December 2012 | January 2013 | February 2013 | March 2013 |
|---|---|--|---|
| December 27, 2012 – no meeting (holidays) | January 17, 2013 @ 1pm Holiday Inn – Request for Funds meeting January 24, 2013 @ 10am , Holiday Inn – Board of Director meeting | February 21, 2013 @ 1pm Holiday Inn – Request for Funds and Board of Director meeting February 28, 2013 – no meeting. | March 21, 2013 @ 1pm Holiday Inn – Request for Funds – Western Art Week is 3/13-16 March 28, 2013 @ 10am Holiday Inn – Board of Director meeting |