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Great Falls Tourism Business Improvement District

Minutes; BOD meeting

10am – Thursday, October 24, 2013

Holiday Inn – 400 10th Ave. So.

Draft as of 10-27-13

Chair

Secretary/Treasurer

Date

October 24, 2013

Facilitator: Robert Dompier - Chair

Minutes: Karen Venetz – Administrative & Marketing Director

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

Board members absent: Becky Amaral Miller

Quorum present: Yes

Guests: Carol Lindseth; Exc. Dir. TBID & CVB, Chuck Fulcher, The Great Western Living & Design Show and Mike Diekhans; auditor – Douglas - Wilson

Meeting called to order: 10:05am

Approval of minutes: Minutes of Sept. 19 & 26 and October 10th to be reviewed

- A motion was made to accept the minutes of Sept. 19th as presented, the motion was seconded. The motion passed with unanimous consent.
- A motion was made to accept the minutes of Sept. 26th as presented, the motion was seconded. The motion passed with unanimous consent.
- A motion was made to accept the minutes of October 10th as presented, the motion was seconded. The motion passed with unanimous consent.

Approval of financial report: Finance reports as of August 31, 2013 and Sept. 31, 2013

- A motion was made to accept the Finance report as of August 31, 2013 as reported, the motion was seconded. The motion passed with unanimous consent
- A motion was made to accept the Finance report as of Sept. 30, 2013 as reported, the motion was seconded. The motion passed with unanimous consent

Public comment on agenda items:

Agenda topics:

- Chuck Fulcher – grant request for The Great Western Living & Design Show
 - Mr. Fulcher presented information on requesting funding of \$1500 to promote his show in Canada. This is the second year of the show and he is expanding into a larger space.
 - A motion was made to fund Mr. Filcher’s request of \$1500.00, providing Mr. Fulcher provide information of where the funds will be used and follow the guide lines of the application on representing the TBID, provide information of how many attend the show and from where they are from, remove the featured motels that are on his website at this time and replace with the TBID’S logo, again following the application process, the motion was seconded. The motion passed with unanimous consent.

- Discussion during this conversation turned to how could the TBID assist Western Art Week to become bigger and better and fill the town as it did many years ago.
 - Discussion lead to the possibility of a mobile web site (shows, hotels, hour, etc), a QR code and a expanded shuttle service that circulated all of the events and all of the motels.
 - Ms. Venetz will meet with Chuck Fulcher, Josh Rowe of Inkfish and the C.M. Russell Director to further discuss the opportunity and set a plan in motion to unify all events with the Russell.
- 10:30am : Mike Diekhans – annual audit report
 - Mr. Diekhans, Douglas Wilson Accounting attended the meeting to report on the annual audit.
 - He said everything was in good shape.
 - Expressed it is good to have JCCS as a partner
 - Copies of all bank statements will be sent to Malissa Hollan as the Secretary Treasurer to assure statements shared with the BOD during board meetings match the statements she receives
 - Mr. Diekhans said to guard the language used in long-term set asides to make sure they are not perceived as a contract.
- Sales leads
 - Ms. Venetz shared the leads she is pursuing
- Administrative report
 - Ms. Venetz updated the board on Electronic marketing, Leisure marketing, Meeting, Convention/Event sales, Opportunity marketing & community relations, Sports Sales & Tournament retention and TBID admin.
- CSL meeting dates
 - CLS will be in Great Falls conducting interviews with community members on Nov. 13 & 14
- CSL interview groupings
 - Ms. Venetz shared a list of groups to be interviewed, dates and times. The board added to the list to assure as many community members as possible are interviewed in person.

Open Discussion:

- The board asked Ms. Lindseth if there were partnership opportunities available
- Ms. Lindseth said the CVB marketing committee is meeting on Nov. 6th to review the new brand and the marketing opportunities with Wendt. The TBID board expressed interest in partnering on a Canadian campaign as one member said many Canadians arrive and are not aware there is an airport or have just found out Great Falls has an airport. The board expressed a “hotel” campaign that stressed shopping, staying over, and friendliness to our Canadian visitors. Ms. Lindseth will contact Ms. Wilcox/ Wendt Account Manager to arrange for additional funding from the TBID to be presented at the CVB marketing committee meeting. Ms. Lindseth will also make sure the CVB marketing committee is aware of the additional opportunity. Ms. Venetz will report back to the TBID board with funding, creative and timelines.

Checks issued: Checks requiring signatures were signed by appropriate board members and shared with all board members.

Meeting adjourned: 12:22pm

Next meetings:

November 2013	December 2013	January 2014	February 2014
November 21, 2013 – grant application and BOD meeting, 1pm Holiday Inn	December 19, 2013 – grant application and BOD meeting, 1pm Holiday Inn	January 16, 2014 – grant applications – 1pm at the Holiday Inn	February 20, 2014 – grant application – 1pm at the Holiday Inn
November 28 th , 2013 – Thanksgiving – no meeting	December 26 2013 – day after Christmas – no meeting	January 23, 2014 BOD meeting @ 10am at the Holiday Inn	February 27, 2014 – BOD - meeting 10am at the Holiday Inn

