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**Great Falls Tourism Business Improvement District**

**Agenda; BOD meeting**

**1:00 pm – Thursday, March 27, 2014**

**Holiday Inn – 1100 5th St South**

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**Chair**

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**Secretary/ Treasurer**

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**Date**

March 27, 2014

**Facilitator:** Robert Dompier - Chair

**Minutes:** Karen Venetz – Administrative & Marketing Director

**Board members present:** Robert Dompier, Sandra Johnson Thares, Becky Amaral Miller, Malissa Hollan, David Buckingham, Scott Shull

**Board members absent:** None

**Quorum present:** Yes

**Guests:** Carol Lindseth

**Meeting called to order:** 1:05pm

**Approval of minutes:** Minutes of February 20, 2014 to be reviewed

- The minutes of February 20, 2014 were presented. A motion was made to accept the minutes as presented, the motion was seconded. Motion carried with unanimous consent.

**Approval of financial report:** Finance report as of February 28, 2014 to be reviewed

- The finance report as of February 28<sup>th</sup>, 2014 was presented. A motion was made to accept the report as presented, the motion was seconded. The motion carried with unanimous consent.

**Public comment on agenda items:** None

**Agenda items:**

- **Presentations**
  - 1:00 – James Parker Shield – Little Shell Chippewa Pow-wow
    - Mr. Shield presented his plan for a much upgraded Pow Wow to be held at the 1<sup>st</sup> Peoples Buffalo Jump. This will be the third year for the event and Mr. Shields has been working on growing it and bringing in dancers and attendees from out of town and state
      - A motion was made to fund the event with a \$1500 grant, the motion was seconded. The motion carried with unanimous consent
      - Mr. Shields needs to understand that all hotels need to be included in the promotion.
  - 1:15 – John Faulkner – GF International Airport
    - Mr. Faulkner presented figures regarding Delta airlines and the need to place a guarantee such as was made to secure Frontier airlines. He requested that \$25,000 be withdrawn from the \$100,000 that is being held for a Frontier guarantee. Frontier is strong and solvent in our market is his opinion.
      - A motion was made to fund \$25,000 for a Delta guarantee. The money is to be taken out of \$100,000 set aside for the Frontier guarantee. The motion was seconded. The motion carried with unanimous consent.
        - The \$100,000 that has been set aside for Frontier is in the FY-13 set asides carried over to FY-14 as a separate line item. This balance is now \$75,000.
  - Wendt Advertising
    - Wendt did not attend the meeting but instead had information regarding a Fall Canadian campaign. The TBID BOD decided that the request should come from the CVB

and that the CVB should see the material first. The CVB is welcome to request funding for a Fall Canadian campaign.

- **Other agenda items**

- Additional request from Inkfish Creative
  - Mr. Rowe is requesting additional funds for work done for WAW. The Board requested him to make the request in person. Mr. Rowe will be asked to attend a April meeting
- Embark Credit Union
  - Ms. Venetz updated the BOD on the Money Market accounts available at C.U.
    - The board elected to deposit \$50,000 in a money market account and an additional \$25.00 in a savings account as is required by the C. U.
    - Ms. Venetz will move forward with the deposit as the paper work has been completed
- Cruzin' the Drag
  - A motion was made to fund the event with a \$100 grant, the motion was seconded. The motion carried unanimously.
    - Mr. Venetz will see if the TBID can hang a banner at the event
- Feasibility Study
  - Ms. Venetz updated the board on study and reminded them that April 24<sup>th</sup> will be a long day. CSL will present to the BOD's at 10 am and then to the public at 1pm – all meeting will be held at the Holiday Inn
- TBID vacant BOD position
  - Ms. Venetz updated the board on the vacancy created by Ryan Carroll's resignation. Ms. Venetz will send out applications to all of the TBIDS properties. The applications are due to the City on May 13<sup>th</sup>. The applicants will be invited to the May 22<sup>nd</sup> meeting.
  - Scott Shull's board position is fulfilled on June 30, 2014. Mr. Shull expressed interest in remaining on the board for another 4-year term. The board accepted Mr. Shells request with unanimous consent.
- Visitor Information Center
  - Ms. Venetz updated the Board or the VIC. A meeting is scheduled at the GF Development Authority on Thursday April 3<sup>rd</sup> at 1pm to discuss proposal to go before the City. Ms. Venetz will send agenda to the City notifying them of the special meeting.
- Greystone Inn
  - `Ms. Venetz updated the Board on the status of the Greystone. Ms. Venetz has met with JCCS (Kelby Donnelly) and the City finance department (Judy Burg) to set up moving forward with following the TBID by-laws of properties that do not comply to TBID assessment reports and payments.
- WAW update
  - Brief discussion regarding the WAW comprehensive coverage of the recent event. Ms. Thares recommended sending out a survey to the hotels to request occupancy this year verses last year.
- Calgary Women's Show
  - Ms. Venetz informed the Board of the Calgary Women's show that takes place May 4 & 4, 2014 and October 25 & 26, 2014. Kalispell attends the fall show and the TownHouse group attends the spring show. Ms. Venetz recommends attending the fall show. More discussion to take place
- FY-15 Marketing Plan and budget committee
  - The meeting ran long and this item was not discussed
- Administrative report and leads
  - Ms. Venetz handed out her monthly report and list of leads.

**Checks issued:** Checks were signed by those with signature authority

**Meeting adjourned:** 3:00pm

**Next meetings:**

March 2014	April 2014	May 2014	June 2014
March 20, 2014 – no meeting, Calgary and WAW	April 3, 2014 – 1pm at the GF Development Authority	May 15, 2014 – grant requests 1pm at the Holiday Inn	June 19, 2014 – grant request 1pm at the Holiday Inn
March 27, 2014; 1pm at the Holiday Inn – BOD meeting	April 17, 2014 – grant requests, 1pm at the Holiday Inn	May 22, 2104 – BOD meeting at 10am at the Holiday Inn.	June 26, 2014 – BOD meeting at 10am at the Holiday Inn
	April 24, 2014 – Board of Director meeting – 10am at the Holiday Inn – 1pm at the Holiday Inn		Final FY-14 meeting