



P. O. Box 648 Great Falls, MT 59403 406-868-5989 [kvenetz@bresnan.net](mailto:kvenetz@bresnan.net) [www.gftourismbid.com](http://www.gftourismbid.com)

Great Falls Tourism Business Improvement District

Minutes; BOD meeting

10am – Thursday, December 19, 2013

Holiday Inn – 400 10<sup>th</sup> Ave. So.

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Chair

Secretary/Treasurer

Date

December 19, 2013

Facilitator: Scott Shull, Vice-chair

Minutes: Karen Venetz – Administrative & Marketing Director

Board members present: Ryan Carroll, David Buckingham, Scott Shull, Becky Amaral Miller and Malissa Hollan

Board members absent: Robert Dompier, Sandra Johnson Thares

Quorum present: Yes

Guests: Jim Berman, Gary DeGooyer, Steve Hester

Meeting called to order: 1:33pm

Approval of minutes: Minutes of November 21 and 25, 2013

- Minutes of November 21, 2013
  - A motion was made to accept the minutes of November 21, 2013 as presented, the motion was seconded. Motion passed with unanimous consent.
- Minutes of November 25, 2013
  - A motion was made to accept the minutes of November 25, 2013 as presented, the motion was seconded. The motion passed with unanimous consent

Approval of financial report: Finance reports as of October 31, 2013 and November 30, 2013

- Approval of Financial reports is on hold until the accounting firm is able to review them. There is a discrepancy between the accounts receivable and the deferred revenue. The bank statements match as well as the reconciliation detail. The financial reports will be reviewed at the January 16, 2014 meeting with the accountants input.

Public comment on agenda items: No public comments

Presentations:

- 10:00 to 10:15 - Trap Club – Jim Berman
  - Mr. Berman requested support of the July 2014 Montana State Trap Shoot. Mr. Berman shared advertising costs, program costs and number of attendees. Many attendees will be using their own campers, etc to stay in while in Great Falls.
    - A motion was made to support the Montana State Trap Shoot with an \$800 grant. A call for a second was requested three times. The motion died for lack of a second.
- 10:15 – 10:30 – GF Public Schools – Gary DeGooyer
  - Mr. DeGooyer presented two requests for funds
    - State Track AA/C May 30-31, 2014. The meet will bring approximately 790 athletes and around 200 workers from in town and out of town.
      - A motion was made to fund the State Track AA/C track meet with a grant totaling \$2750.00, the motion was seconded. The motion passed with unanimous consent.
    - State AA & B-C Softball May 29-31, 2014. The tournament will bring in approximately 320 athletes plus 30 coaches and parents. A motion was made to support the request with a grant totaling \$1000.00, the motion was seconded. The motion carried with unanimous consent.
- 10:30 – 10:45 – MT Fire Fighters Testing Consortium – Steve Hester
  - Mr. Hester shared two requests with the board of directors.
    - Mr. Hester requested funding for the 2014 Montana Fire Fighters Testing Consortium first week in May and June 2014. This will be the 3<sup>rd</sup> and final year the event will be held in Great Falls without a RFP.



- Touch base with those not able to attend the interviews in November
- The consultants will conduct an inventory of local market visitor industry infrastructure and competitive state and regional venues to identify the environment in which Great Falls currently operates – this will largely be based on feedback provided during the kick off meetings
- They will identify comparable national venues that could provide some feedback on lessons to be learned with a potential Great Falls event center, contact each venue to collect event and financial operating data and other relevant operational information.
- Develop a survey questionnaire to utilize to collect pertinent information from potential future facility event space users. Concurrently, they will develop a list of potential event space user contacts to survey. Upon sufficient completion of both, they will begin calling individual event organizers and/or promoters to conduct the survey
- Throughout the process, they will continue to refine each of these analyses as additional information is gathered
- Those steps will likely take 8 to 12 weeks – about February
  - Then next phases will continue
- Sports Events Ad
  - Ms. Venetz passed around the November issue of the Sports Events magazine with the ad supported by the GF TBID. The contact information in the advertorial was for the Chamber instead of the TBID. Ms. Venetz has informed the magazine of the error and is awaiting their reply. She has also alerted the Chamber to be sure they forward the information.
- L & C Foundation
  - To present in January
- Admin Report
  - Ms. Venetz reported on:
  - Electronic Marketing, Leisure Marketing, Meeting, Convention and event sales, Opportunity and Community Delegations, Sports & Tournaments

Open Discussion: None

Checks issued: Checks were signed and reviewed

Meeting adjourned: 1:33pm

Next meetings:

December 2013	January 2014	February 2014	March 2014
December 19, 2013 – grant application and BOD meeting, 10am Holiday Inn	January 16, 2014 – grant application meeting 1pm Holiday Inn	February 20, 2014 – grant application meeting 1pm Holiday Inn	March 20, 2014 – Western Art Week no meeting
December 26 2013 – day after Christmas – no meeting	January 23, 2014 – Board of Director meeting 10am Holiday Inn	February 27, 2014 – Board of Director meeting. To be rescheduled	March 27, 2014 – Presentations and BOD meeting. 10am Holiday Inn