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Great Falls Tourism Business Improvement District Minutes; BOD meeting 10am – Thursday, December 19, 2013 Holiday Inn – 400 10th Ave. So.

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 say 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
 - \circ $\,$ $\,$ 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 3rd and final year the event will be held in Great Falls without a RFP.

- A motion was made to fund the 2014 MFFTC with a grant totaling \$3000, the motion was seconded. The motion carried with unanimous consent
- The second request was for years 2015, 2016 and 2017. A motion was made to fund 2015 2017 with a \$3000 grant for each year as long as TBID funds are available and as long as the GF Fire Department is successful in winning the RFP, the motion was seconded. The motion carried with unanimous consent.
- 10:45 11:00 Theodore Roosevelt Conservation Partnership Katie McKalip
 - \circ Ms. McKalip was unable to travel from Missoula to Great Falls due to weather and illness.
 - The request for funds is for the September 8-11, 2014 Western Media Summit being held in Great Falls. The Summit brings together leaders from top out door and general interest media outlets to discuss the most pressing conservation issues of the day. Presentations from policy experts and leaders in the sportsmen's community make for compelling content.
 - A motion was made to fund the request with a \$2500 grant; the grant cannot be used for lodging, but could be used for transportation, meals, etc. The motion was seconded. The motion passed with a majority vote.
- Agenda topics:

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- Leads
 - Ms. Venetz shared a list of leads from the last few months, including the above referenced TRCP Western Media Summit lead received from the GF CVB and Instra-trac leads forwarded from the GF CVB. The Instatrac leads
- Montana High School Association 2015 and 2016
 - The MSHA send a form to the GF TBID requesting bids for the 2015 and 2016 annual conference.
 - A motion was made to support the MHSA annual conference as the same support GF is doing for the 2014 conference. The Board motioned to support the conference with a grant up to \$2200 to host a luncheon on like event in either or both 2015 & 2016. The motion was seconded. The motion passed with unanimous consent
- ITRR Survey Kit for Western Art Week
 - o Institute for Tourism and Recreation Research
 - o Survey kit is \$700
 - Purpose of the study is to provide the organizers of the event with a better understanding of the attendees, total money spent and accommodation characteristics plus other information
 - o Also with more information additional grants maybe come available to shows during WAW
 - Two ways to survey paper and on-line (use both)
 - Need volunteers they seem to work better than paid volunteers provide them a T-Shirt
 - o Incentives for visitors to fill out the survey i.e. Visa gift cards one large grand prize
 - See example, could choose different questions
 - Ms Venetz went through the above survey points with the board. The board agreed that the survey is a good idea and to see where all the estimates come in from collateral material, etc.
 - The board also discussed T-shirts or polo shirts for motel front staff to wear. Ms. Venetz will solicit bids for a quantity of 500
- WAW summary
 - Press release to artists, organizers, etc went out on Wed. Dec. 11^{th.} Due date to return is Jan. 2nd
 - Form for organizers
 - Form for hotel information Ms. Venetz will be emailing to all lodging properties to collect information so all hotels are represented equally
 - WAW logo
 - Buses and Trolley are arranged to include window wraps
 - Discussed additional buses after a huge event. Ms. Venetz will discuss with Hall Transit once all of the event information is collected
 - Josh Rowe is working on estimates
 - Advertising and PR opportunity
 - Tribune, Broadcast, Best of Great Falls, Treasure State Life Styles, Signature, City Keyosks and others other website links. (hotels, TBID, CVB, Central Montana, etc
 - Once all that is arranged and we know where the shows are the website can be finalized and the logistics of everything can be decided
- Feasibility Study summary
 - o Consultants were in town on November 13 & 14 and conducted 65 interviews
 - Next steps:

- 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
 - o To present in January
- Admin Report
 - Ms. Venetz reported on:
 - Electronic Marketing, Leisure Marketing, Meeting, Convention and event sales, Opportunity and Community Relegations, 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 |
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| 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, 204 – 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 |