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Great Falls Tourism Business Improvement District

Minutes; BOD meeting

1pm – Thursday, January 16, 2014

Holiday Inn – 400 10th Ave. So.

Chair

Secretary/ Treasurer

Date

January 16, 2014

Facilitator: Robert Dompier - Chair

Minutes: Karen Venetz – Administrative & Marketing Director

Board members present: Robert Dompier, Malissa Hollan, Scott Shull, Sandi Johnson Thares, Ryan Carroll, Becky Amaral Miller and David Buckingham

Board members absent: None

Quorum present: Yes

Guests: Jay Russell, George Geise, Jolene Bach, Gary Ehnes, Dick Lyman and Ron Ukrainetz

Meeting called to order: 1:01pm

Approval of minutes: Minutes will be reviewed at the January 23rd meeting

Approval of financial report: Finance report as of December 31, 2013 will be reviewed at the January 23rd meeting

Public comment on agenda items:

Agenda topics:

Open Discussion: Request for Funding

- **Lewis & Clark Foundation**
 - Mr. Jay Russell presented the request for the Lewis and Clark Festival. The Festival will be held on June 20-22nd and is moving to Gibson Park. They are working to expand the event to help grow tourism in Great Falls. The event will include many different programs and events.
 - A motion was made to fund the event with a \$3000 grant to support marketing efforts. The motion was seconded and passed with unanimous consent.
- **Senior Olympics**
 - Mr. Geise presented the request for Montana Senior Olympics to be held June 19-21, 2014 and July 19-20, 2014. The event(s) saw growth last year and the group is making efforts to continue to grow the event this year. They have email address of Canadians over 50 who participated in the Huntsman World Game Softball tournament. This should help a considerable amount.
 - A motion was made to support the event with \$1000 grant, the motion was seconded. The motion passed with unanimous consent.
- **GF Development Authority Brand Development update**
 - Ms. Jolene Bach addressed the board with the most current update of the GF Brand Alliance. It has been transformed into Marketing Alliance.
 - The GFDA has the brand into as many hands as possible.
 - A March meeting is planned
 - The GFDA results for 2013 and what's coming for 2014
 - 600 new jobs – a \$20 million net payroll impact
 - Refinery is adding 400 to 600 workers, most from out of town
 - With ADF in town it will boost the retail market

- **UGF Rodeo**
 - Mr. Ehnes and Mr. Lyman presented the request for the May 1-3, 2014 rodeo. Last year the rodeo received “Rodeo of the Year” in its first year. The attendance was not what they wanted, but figure it will increase this year because of the award.
 - A motion was made to support the event with an \$8000 grant, the motion was seconded. The motion passed.
 - Ms. Sandra Johnson Thares abstained from voting due to conflict of interest
- **Western Masters Art Show & Sale**
 - Mr. Ukrainetz presented the material for the Western Masters Art Show and Sale March 20-22, 2014. The show has new owners, who have added new events and programs to draw a larger audience.
 - A motion was made to support the event with a \$2000 grant. The motion was seconded. The motion passed with unanimous support

Other agenda items:

- **Western Art Week**
 - Ms. Venetz had collected advertising opportunities in support of transportation during of WAW.
 - The board felt that most of the people that will be using transportation will be visitors. The visitors will be able to collect the information at check in and declined all of the advertising offers.

Open Discussion:

- **Feasibility Study update:**
 - Mr. Kruger informed Ms. Venetz that he will be prepared to do a conference call update in mid-February. He asked to select a couple of dates and times and let him know.
 - Feb. 13 & 20 were selected, both at 1pm. The Feb. 20 is already scheduled for presentations request. Ms. Venetz will re-schedule them if that is the date that Mr. Kruger is available.
 - Note: Feb. 13 at 1pm will be grant requests at the Holiday Inn
 - Feb. 20th will be the Feasibility Study conference call at 1:00 at the Holiday Inn

Checks issued: All checks were reviewed and signed by board members with signature authority

Meeting adjourned: 3:00pm

Next meetings:

January 2014	February 2014	March	April
January 16, 2014 – grant application meeting 1pm Holiday Inn	February 13 - - grant application meeting 1pm Holiday Inn -	March 20,, 2014 – No meeting due to Calgary Adventure Show and Western Art Week	April 17, 2014 – grant application meeting 1pm Holiday Inn
January 23, 2014 – Board of Director meeting 10am Holiday Inn	February 20, 2014 – Feasibility Study update conference call 1pm at the Holiday Inn	March 27, 2014 – Funding and BOD meeting 10am Holiday Inn	April 24, 2014 Board of Director meeting 10am Holiday Inn
	February 27, 2014 – No meeting		