



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

**Great Falls Tourism Business Improvement District**

**Minutes; BOD meeting**

**10am – Thursday, January 23, 2014**

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

January 23, 2014

**Facilitator:** Robert Dompier – Chair / Robert Dompier was absent. Scott Shull; Vice-Chair sat in as Chair

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

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

**Board members absent:** Robert Dompier

**Quorum present:** Yes

**Guests:** Josh Rowe and Carol Lindseth

**Meeting called to order:** 10:05am

**Approval of minutes:** Minutes of December 19, 2013 and January 16, 2014 to be reviewed

- A motion was made to accept the minutes of December 19, 2013 as presented, the motion was seconded. The motion passed with unanimous consent.
- A motion as made to accept the minutes of January 16, 2014 as presented, the motion was seconded. The motion passed with unanimous consent.

**Approval of financial report:** Finance report as of 12-31-13

- Ms. Venetz presented the financial information as of December 31, 2013
  - A motion was made to accept the finance report as presented, the motion was seconded. The motion passed with unanimous consent.

**Public comment on agenda items:**

**Agenda topics:**

- **Western Art Week**
  - Josh Rowe, website update
    - Josh Rowe gave an excellent presentation of the new Western Art Week website and support material
    - Upon review the following was discussed as changes and editions to Western Art Week website and other support material as listed below;
- Look into a separate page for restaurants
- Take Greystone Inn off of all locations on website – BEFORE SITE GOES LIVE
- Crystal Inn & Suites – need new photo
  - Sent to Josh today from [kvenetz@bresnan.net](mailto:kvenetz@bresnan.net) –BEFORE SITE GOES LIVE
- Facebook – Sandi will ask what the password is
- Brochure and website -
  - Double check transportation routes
  - Under TBID logo – include a thank you to the visitors and add come back and see us soon. Something along those lines – BEFORE SITE GOES LIVE
- Poster
  - Double check routes

- Need to order 12 location Banners from Chad at Allegra
  - Quantity total of 12; Zoom Feather shaped flags – 9’ Tall with double sided graphics
  - \$138.60 for hardware and \$248.40 for double sided graphics for a GRAND total of \$4644.00
- Place phone numbers into google map
- Move CM Russell Museum to route 2 on poster and brochure
- Send DIGATIZED logo to all embroidery places in town with rights to use and let all venues, companies, etc know
- Tractability of website – specifics of what can be found
- Board agreed to have Josh take photos on Friday and Saturday night as part of the original cost proposal
- Talk to Pepsi about banners to include; the WAW logo, QR code and website
- Prepare a written agreement with the C.M. Russell Museum and the TBID to hold the rights to [www.westernartweek.com](http://www.westernartweek.com) for the next five years with renewable rights – visit with an attorney
- See if there is a list of restaurant emails
  - To notify of them of WAW activities and times to see if they can staff/accommodate
  - their restaurants late and have enough staff on hand to handle the extra visitors.
  - Ms. Venetz is working with City Keyosks and the Tribune and will use them as a source to distribute this information
  - Budget review
    - A motion was made to spend not more than \$32,000 on WAW – this includes 12 location banners, 1000 buttons and removing ITRR survey kit
  - ITRR / Visa gift cards – this may be attempted next year
  - WAW Buttons – Downtown Chicks request
    - The board agreed to purchase 1000 – 3” buttons. The buttons will be distributed to all the lodging properties, retail, and restaurants, etc. The DownTown Chicks will help to distribute
- Holiday Village Mall advertising opportunity
  - The Board elected to not advertise in the Mall
  - Ms. Venetz reported she is working with Kaylene Kershaw from Holiday Village Mall on advertising outside of GF during, but in Montana during the State Fair and back to school savings.
- Montana Cultural Treasurers advertising opportunity
  - A motion was made to place a generic \$88.00 ad for WAW in the publication, the motion was seconded. The motion passed with unanimous consent.
    - Ms. Venetz will prepare a generic expanded listing
- Greystone
  - Ms. Venetz reported she is working with the City Attorney to assure that the TBID is following all correct protocol.
- Great Falls Airport
  - Ms. Venetz reported on the latest information received from John Faulkner
- LEADS
  - Ms. Venetz reported on current leads
- Admin report

- Ms. Venetz reported on current activity in; Electronic Marketing, Leisure Marketing, Meeting, Convention/Event Sales, Opportunity Marketing & Community Enhancement, Sports Sales and Tournament Retention, TBID admin and support

**Open Discussion:**

- February 13, 2014 agenda
  - Add City Commission discussion regarding non-resident fees. City Commission meeting to discuss non-resident fees is Feb. 18' so that all information can be relayed to the GF Area Lodging Association
- March 27, 2014 agenda
  - Include discussion regarding the CVB, Chamber of Commerce, TBID and VIC
  - Include discussion regarding hiring a TBID sales person for FY-15

**Checks issued:** Checks were reviewed and signed by those with signature privilege

**Meeting adjourned: 12:07pm**

**Next meetings:**

January 2014	February 2014	March 2014	April 2014
January 16, 2014 – grant applications – 1pm at the Holiday Inn	February 13, 2014 - grant application – 1pm at the Holiday Inn	March 20, 2014 – no meeting, Calgary and WAW	April 17, 2014 – grant requests, 1pm at the Holiday Inn
January 23, 2014 BOD meeting @ 10am at the Holiday Inn	February 20, 2014 – Feasibility Study update/conference call with consultants – 1pm at the Holiday Inn	May schedule a meeting prior to March 27.  March 27, 2014 10 at the Holiday Inn – BOD meeting	April 24, 2014 – Board of Director meeting – 10am at the Holiday Inn