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Great Falls Tourism Business Improvement District
Minutes; BOD meeting
1pm – Thursday, February 13, 2014
Holiday Inn – 1100 5th St South

Chair	Sec/ Treas.	Date
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February 13, 2014

Facilitator: Robert Dompier - Chair

Minutes: Karen Venetz – Administrative & Marketing Director

Board members present: Robert Dompier, David Buckingham, Scott Shull, Malissa Hollan and Sandra Johnson Thares

Board members absent: Ryan Carroll and Becky Amaral Miller

Quorum present: Yes

Guests: Don and Marion Olson; Montana Coaches Association, Terry Oyhamburu and Max Smith; GF Tribune, Steve Malicott and Tom Alfrey; GF Area Chamber of Commerce

Meeting called to order: 1:03pm

Approval of minutes: Minutes of January 23, 2014 to be reviewed – due to the meeting running long after the presentations the minutes were not reviewed. The minutes will be reviewed at Feb. 20th meeting.

Approval of financial report: Finance report as of January 31, 2014 to be reviewed - due to the meeting running long after the presentations the finance report was not reviewed. The finance report will be reviewed at Feb. 20th meeting.

Public comment on agenda items: No comments from the public

Agenda topics:

Presentations:

- Montana Coaches Association – Dan and Marion Olson
 - Don and Marion Olson presented their request for continued support of the Montana Coaches Association Multi Sports Clinic. The MCA will work with Ms. Venetz to high light Great Falls events to work to keep attendees one more night.
 - A motion was made to support the event with a \$5000 grant, the motion was seconded. The motion passed with unanimous consent.
- What Women Want – Terry and Max from the GF Tribune
 - Ms. Oyhamburu presented an excellent presentation regarding the past history and growth of the What Women Want Expo and the organizers wish to maximize their promotional presence in the Canadian market to grow attendance and overnight stays.
 - A motion was made to fund \$1000 for marketing the event, with another \$4000 for a Saturday night event that would extend the stay of attendees. The event will receive the \$1000, but must show proof of an organized event that would retain attendee’s overnight to receive the additional \$4000. The motion was seconded. The motion passed with unanimous consent.
- GF Area of Chamber of Commerce – Annual Fundraiser – Steve Malicott
 - Mr. Steve Malicott and Mr. Tom Alfrey presented a request for funds for marketing the Sinbad comedy show as part of the Chamber’s Annual event. The marketing would be for two-months marketing in the Lively Times.
 - A motion was made to fund the event for \$1250. A motion for a second was called for three times. The motion failed for lack of a second.

- The Board felt that there was not a good return on over-night stays on the investment from last year's event and did not feel that there would be a good return for this years event.
- GF Airport – Frontier Marketing Campaign – Lara Tait
 - Mr. Tait was unable to attend so Ms. Venetz presented for the Airport. Questions arose regarding the marketing message and Ms. Tait was contacted to supply those answers.
 - A motion was made to fund the request for \$10,000 to support the mid-west and Canadian Marketing efforts, the motion was seconded. The motion passed with unanimous consent.
 - Discussion: When notifying the GF Airport of the grant, it must be specific that the TBID receive a summary of the placement, click through rates, all things measured by the agency and to be sure the ad references genuinemontana.com. It is important that visitors know the options of staying a night.

Agenda items:

- GF Airport Frontier
 - Frontier Partnership
 - A motion was made to request the return of \$50,000 of the \$100,000 pledge the GF Area Chamber of Commerce is holding. The motion was seconded. The motion passed with unanimous consent.
 - The GF TBID remains dedicated to the partnership and is not withdrawing their pledge. The GF TBID will continue to hold the original commitment of \$100,000 as a set aside in their finances. The TBID maintains that should a payment be required, that withdrawal should come from the TBID's \$100,000. This request will be reviewed annually as needed to maintain Frontier Airlines in Great Falls.
 - A letter will be composed, signed by Mr. Dompier and sent to the Chamber
- Western Art Week update – Due to time constraints there was not a update
- March meeting dates – if needed an additional meeting will be added to the calendar
- Feasibility study conference call on Feb. 20, 2014 at 1pm at the Holiday Inn – Ms. Venetz reminded the BOD's of the conference call
- Greystone update
 - Ms. Venetz updated the Board that she has discussed the Greystone's lack of filing assessment reports or paying assessment with City Attorney Sara Sexe and is meeting with City Finance manager; Judy Burg and JCCS accountant; Kelby Donnelly the following week to further discuss the penalty per the TBID by-laws Section 6.9 (Collection of Assessments, a-e) The Montana Tourism website features the Greystone. The Montana Department Revenue indicates that if a property has chosen to be listed on the visitmt.com website, which the GreyStone is, they are subject to a Montana Bed Tax and have a Bed Tax id number. (see [http://visitmt.com/listing/catgegoirs NET/More](http://visitmt.com/listing/catgegoirs_NET/More). The Greystone has not filed a assessment report since 2nd quarter 2011 (April – June 2011).
- Gov. Conference on Tourism – There will be a statewide TBID meeting during the conference and the board suggested it would be a good idea to be represented
- Admin report – due to time constraints there was not an update
- Leads – due to time constraints there was not an update

Checks issued: Checks were reviewed and signed by those with signature approval.

Meeting adjourned: 3:03pm

Next meetings:

February 2014	March 2014	April 2014	May 2014
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	May 15, 2014 – grant requests 1pm at the Holiday Inn
February 20, 2014 – Feasibility Study update – 1pm at the Holiday Inn	March 27, 2014 10 at the Holiday Inn – BOD meeting	April 24, 2014 – Board of Director meeting – 10am at the Holiday Inn	May 22, 2104 – BOD meeting at 10am at the Holiday Inn.

