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Great Falls Tourism Business Improvement District
Minutes; BOD meeting
1:00 pm – Thursday, July 17th, 2014
Holiday Inn – 1100 5th St South

Chair Sec/Treasurer Date

July 17, 2014

Facilitator: Robert Dompier - Chair

Minutes: Karen Venetz - Administrative & Marketing Director

Board members present: Robert Dompier, Scott Shull, Malissa Hollan, Scott Arensmeyer, David Buckingham and

Becky Amaral Miller

Board members absent: Sandra Johnson Thares

Quorum present: Yes

Guests: Seth Lutter, Jim Larson, Eileen Sievert, Lee Nellis, Julie Levine and John Godwin

Meeting called to order: 1:10pm

Approval of minutes: Minutes of June 26th to be reviewed.

• A motion was made to accept the minutes of June 26, 2014 as presented. The motion was seconded. The motion carried with unanimous consent.

Approval of financial report: Finance report as of June 30, 2014 to be reviewed

 A motion was made to accept the finance report as of June 30, 2014 as presented. The motion was seconded. The motion carried with unanimous consent

Public comment on agenda items:

Agenda items:

Presentations

- 1:00 1:15pm: Ad Club Celebrity Celebration
 - Julie Levine and John Godwin presented a proposal requesting support to bring Bob Newhart to Great Falls. It will be the only show Mr. Newhart will have in the NW. The grant would go to support promotion in Idaho, Spokane and Canada. The show is Thursday, November 13, 2014.
 - A motion was made to fund the event with a \$2500 grant. The motion was seconded. The motion carried with unanimous consent
- 1:15-1:30pm :Rural Dynamics Harvest Montana Brew Fest
 - Seth Lutter presented a request for funding for a NEW event; the Harvest Montana Brewfest to be held in conjunction with the Harvest Montana Conference on November 21, 2014.
 - A motion was made to fund the event with a \$500 grant. The motion was seconded. The motion carried with unanimous consent.
 - In addition, Ms. Venetz will contact Mr. Lutter. The request had two values which they were asking; \$850 and \$500. Ms. Venetz will ask them if they have suggestions for additional promotion and if so they are welcome to bring before the TBID BOD's.
- 1:30 -1:45pm: Great Falls-Cascade County Heritage Tourism Assessment
 - Mr. Nellis and Ms. Sievert presented an excellent proposal requesting support to conduct a community-based assessment of the Heritage Tourism potential of Great Falls and the surrounding area, including the possibility of giving Great Falls real potential as a destination through the designation of a National Heritage Area, also included in the

request is a third party assessment that would be conducted by Cygnet Strategies of Helena, MT.

- The assessment will provide information about how travelers learn about Great Falls, and how they view the community and what it has to offer.
 - A motion was made to fund the request for the full amount of \$9600.00. The motion was seconded. The motion carried with unanimous consent.

• Other agenda items

- Calgary Women's Show
 - Ms. Venetz presented the information regarding attendance at the Calgary Women's
 Show
 - October 25 & 26, 2014 total cost of show = \$1391.51 plus \$1000 travel, lodging and meals
 - A motion was made to send Ms. Venetz to the show at a maximum expenditure of \$2500.00. The motion was seconded. The motion carried with unanimous consent.
 - o Ms. Venetz will work with the organization on items as give away's
 - Ms. Venetz will research the cost of two iPads to be used at the show for sign up of giveaway's and to collect data of potential visitors to GF
 - Ms. Venetz will contact the Airport, Downtown GF Association and Holiday Village Mall for potential gift basket giveaway's.
- United Airlines Video
 - Ms. Venetz presented an opportunity for a video to air on United Airlines. The board appreciated the information but was not interested in pursuing the request.
- Low Cost Airline update
 - Ms. Venetz shared the latest update
- GF Tourism Alliance
 - Ms. Venetz updated the board members unable to attend the July 14th meeting. The Alliance will be on the August 21st agenda
- o VIC update
 - Ms. Venetz notified the BOD's that the CVB had hired a coordinator
- Feasibility analysis / County
 - Ms. Venetz updated the BOD's on her progress of contacting the arenas listed in the draft analysis. The final should be received by July 24th. This topic will be on the August 21st agenda
- o Decide if a July 24th meeting is necessary
 - Since the finance report and minutes were presented and reviewed in addition to regular business the board elected to not hold a meeting on July 24th so that they are prepared for State Fair visitors.

Checks issued: Checks were signed by those with signature privilege

Meeting adjourned: 2:55pm

Next meetings:

July 2014	August 2014	September	October
July 17, 2014 – grant request	August 21, 2014 – BOD meeting	September 18, 2014 – grant	October 16, 2014 – grant
1pm Location TBD		application 1pm location Holiday	application 1pm at Holiday Inn
	August 26, 2014 – meet with	Inn	
July 24, 2014 – BOD meeting at	County Commissioners in their		October 23, 2014 – BOD
10am location TBD - MEETING	chambers at 11am	September 25, 2014 – BOD	meeting 10am at the Holiday Inn
CANCELLED		meeting at 10am at Holiday Inn	