



P. O. Box 648 Great Falls, MT 59403 406-868-5989 director@gftourismbid.com www.gftourismbid.com

Great Falls Tourism Business Improvement District
Minutes; BOD meeting
Thursday, September 25th 2014 10am Holiday Inn

September 25, 2014

Facilitator: Scott Shull – Vice Chair

Minutes: Karen Venetz – Administrative & Marketing Director

Board members present: Scott Shull, Scott Arensmeyer, David Buckingham, Sandra Johnson Thares, Becky Amaral Miller, Malissa Hollan

Board members absent: None

Quorum present: Yes

Guests: Carol Lindseth – Exc. Director CVB/TBID

Meeting called to order: 10:01am

Approval of minutes: Minutes of August 21 & 26 and September 18th to be reviewed

- A motion was made to accept the minutes of August 21, 26 and Sept. 18th as presented. The motion was seconded. The motion carried.

Approval of financial report: Finance report as of August 31, 2014 to be reviewed

- A motion was made to accept the finance report with correction of \$0.02 in the TBID Administration & Support component of the FY-15 budget. The motion was seconded. The motion carried with unanimous consent.
 - Discussion: Set asides – add another column on which set asides are relevant at this time. Clean up for easier reading
 - Add Fiscal Year to label of set aside

Public comment on agenda items: None

Agenda items:

1. Consumer shows – partner with Central Montana
 - a. Ms. Venetz reported that she had visited with Gayle Fisher and that Central MT had partners for all of her shows. The CVB will attend Dallas and LA and send collateral to Denver and Minneapolis. TownPump is attending the Denver show.
2. Feasibility Analysis consultant presentations
 - a. Next steps
 - i. On October 16th the TBID BOD's will meet at noon at the Paddock Club to discuss "next steps" with the CSL consultant. That meeting is followed with a meeting with the County Commissioners, Montana State Fair Board and MT Expo Employees
3. Calgary Woman's show
 - a. Ipads
 - b. Data collection application
 - i. Ms. Venetz shared estimated costs of ipad/Andorids, data collection applications and tablet security cables. A motion was made to approve spending up to \$1100 to purchase the equipment. The motion was seconded. The motion carried with unanimous consent.
 1. Discussion: the ipads/Androids could be used at the VIC for date collection. The new director is a good graphic designer and could design monthly news letters to be sent to targeted audiences.

- c. Cost of attending show
 - i. Ms. Venetz shared costs of attending the show for lodging, parking, mileage and meals. A motion was made to approve spending up to \$1100 for travel expenses for the show. The motion was seconded. The motion carried with unanimous consent.
- 4. Western Art Week 2015
 - a. Ms. Venetz shared a very rough estimate of budget items for the 2015 WAW.
 - i. The board asked Ms. Venetz to get firmer numbers and return to the board for final decision on budget items. The board also requested Ms. Venetz to ask the show organizers to promote the free transportation. Ms. Venetz will also speak to Mr. Shell of City Keyosks regarding WAW promotion.
- 5. December meeting date and time
 - a. As we get closer to December a decision will be made. Ms. Venetz must provide this information to the City of GF.
- 6. Great Falls Tourism Alliance
 - a. Ms. Venetz provided an update on the Alliance
 - i. Ms. Thares said she would talk about the Alliance at the GFALA meeting
- 7. VIC make over
 - a. Ms. Venetz shared an update on the VIC makeover. Some of the lodging properties had received the survey from the GFDA. Ms. Venetz will send the survey to all members of the TBID.
- 8. Delinquent assessments
 - a. Delinquent assessments will be seen on the November tax statements. Ms. Venetz will contact the County Treasurer and share the information with them.
- 9. Cultural Treasurers ad opportunity
 - a. Ms. Venetz presented the same ad opportunity that was placed in last year's edition. The ad is \$99 and will have different copy points.
 - i. A motion was made to approve the purchase. The motion was seconded. The motion carried with unanimous consent.
- 10. SportsEvents media magazine ad opportunity
 - a. Ms. Venetz shared an ad opportunity in SportsEvnets magazine. The board did not think it will bring is business as the sports is more on a state level than on a regional/national lever
- 11. Bank accounts
 - a. After discussion no funds will be move until January 2015 when the first assessments will be received.
- 12. Rapid City Vision Fund
 - a. Sandi shared the information Rapid City uses to collect dollars via a \$0.05 tax to be used on infrastructure, civic improvements and economic development.

Open Discussion:

- Ms. Thares asked Mr. Lindseth how things were going with the VIC. Specifically if the finances had been set up yet. Ms. Lindseth said that the new director had been out due to a death in the family so they were not able to set that up yet and that they were in need of computer and financial software. Mr. Thares made a motion to fund the CVB with a \$1000 grant to fund a new computer and financial software. The motion was seconded. The motion carried with unanimous consent.

Meeting adjourned: 11:45AM

October 2014	November 2014	December 2014	January 2015
<p>October 16th – special meeting at Paddock club. Meet with CSL consultant at noon. Meet with County Commissioners at 1:30PM</p> <p>October 17th at 9am at the Holiday Inn – CSL presentation of study</p> <p>October 23 – grant applications 1pm at the Holiday Inn</p>	<p>November 6 at 10am at the Holiday Inn – BOD applications</p>	<p>December 18th at 1p – most likely to be rescheduled to accommodate Christmas programs</p>	<p>January 15th at 1pm – grant applications. Location TBD</p> <p>January 22nd at 10am – BOD meeting – Location TBD</p>