

Great Falls Tourism Business Improvement District Board of Directors Meeting Agenda

Thursday, December 17, 2015 | 1:00 - 3:00 PM | Great Falls Area Chamber of Commerce
Lower Level Video Conference room, Great Falls, Montana

Times are approximate and agenda items may be taken out of order. Any Director with a potential conflict of interest on the agenda should state the conflict at the start of the meeting.

Directors: Scott Shull; Malissa Hollan, Sandra Johnson-Thares, Laurie Price-Manning

Staff: Rebecca Engum; Karen Venetz

Guests: Larry Stimac; Steve Malicott, Brett Doney

1:00 | Call to Order and Consent Agenda – Scott Shull

The consent agenda is made up of routine day to day items that require Board action, but do not appear to have a significant public impact. Items may be pulled from the consent agenda for separate discussion/vote by any board member.

a) Accept Excused Absences:

b) Approve/disapprove minutes of 11-19-2015 Board of Directors Meeting

ACTION TAKEN

Motion made to approve consent agenda. Seconded. No discussion. All in favor. None opposed. Motion carried.

1:05 | Request for Funding – Scott Shull

Select Tournament Presentation – Michelle Cohen

Keith Denton and Mandi LaPierre provided presentation.

Downtown Great Falls Association – Kellie Pierce

Kellie Pierce provided presentation.

Great Falls Public School Music Department – Dona Hughes

Dusty Molyneaux and Dona Hughes provided presentation.

2016 Intermountain GIS Conference – Judy Burg

Judy Burg and Jeff Hedstrom provided presentation.

Great Falls International Airport Marketing – Lara Tait

Lara Tait and John Faulkner provided presentation.

Approve/disapprove funding requests.

Mission

To generate room nights for the lodging facilities in the City of Great Falls, Montana by effectively marketing and funding grants to promote our region as a preferred travel destination.

ACTION TAKEN

Motion made to approve funding Great Falls International Airport \$10,000 for marketing in Seattle and \$10,000 for marketing in Canada. \$10,000 for marketing in Chicago, contingent on SCASD grant. Seconded. Limited discussion regarding flight schedule. Public Comment regarding Seattle market changes. All in favor. None opposed. Motion carried.

ACTION TAKEN

Motion made to approve funding Great Falls Select Tournament \$3,500, dispersed as one initial payment of \$1,750 and one final payment of \$1,750 dispersed upon submission of event room night data. Seconded. No discussion. All in favor. None opposed. Motion carried.

ACTION TAKEN

Motion made to approve funding Downtown Great Falls Association \$750 for development of annual downtown shopping coupon book. Seconded. No discussion. All in favor. None opposed. Motion carried.

ACTION TAKEN

Motion made to approve funding Great Falls Public School Music Department \$2,500 for State Music Festival. Seconded. No discussion. All in favor. None opposed. Motion carried.

ACTION TAKEN

Request from 2016 Intermountain GIS Conference was not approved for lack of a motion.

2:10 | Executive Director Update – Rebecca Engum

Rebecca Engum provided report.

2:30 | Financial Review – Rebecca Engum

Accept November Financials

Accept Budget Changes

ACTION TAKEN

Motion made to accept the budget format changes. Seconded. No discussion. All in favor. None opposed. Motion carried.

ACTION TAKEN

Motion made to accept the November Financials. Seconded. No discussion. All in favor. None opposed. Motion carried.

2:40 | Board Development and Board Strategic Plan and Budget – Rebecca Engum

Approve/disapprove Board Development and Strategic Plan and Budget

ACTION TAKEN

Motion made to approve the Board Development and Strategic Plan and Budget. Seconded. No discussion. All in favor. None opposed. Motion carried.

2:45 | Big Sky Trust Fund Application – Rebecca Engum

Mission

To generate room nights for the lodging facilities in the City of Great Falls, Montana by effectively marketing and funding grants to promote our region as a preferred travel destination.

Approve/disapprove match for Big Sky Trust Fund Planning Grant to secure Marketing Consultant to assist in developing and executing FY17 Marketing Plan.

ACTION TAKEN

Motion made to approve \$15,000 cash match for Big Sky Trust Fund Planning Grant to secure Marketing Consultant to assist in developing and executing FY17 Marketing Plan. Cash will be expended on consultant contingent upon grant approval. Seconded. No discussion. All in favor. None opposed. Motion carried.

2:50 | Tourism Assistant – Rebecca Engum

Discuss Tourism Assistant position. Take board action as deemed necessary.

ACTION TAKEN

Motion made to increase starting salary for Tourism Assistant to \$32,000. Seconded. No discussion. All in favor. None opposed. Motion carried.

2:55 | Public Comment – Scott Shull

Opportunity for public comment.

Comment provided regarding entrepreneurial plans for dance hall at ExpoPark.

Information provided about City of Great Falls training session for all members of Boards and Commissions who are appointed by the City Commission and for elected Neighborhood Council members on January 11th, 2016.

3:00 | Adjourn – Scott Shull

Mission

To generate room nights for the lodging facilities in the City of Great Falls, Montana by effectively marketing and funding grants to promote our region as a preferred travel destination.