

# THE Mansfield

*Center for the Performing Arts*

## ADVISORY BOARD

-- REGULAR MEETING --

Friday, December 18, 2015

Great Falls Civic Center Gibson Room 212

Call to Order: 12:05 pm

### ROLL CALL

Advisory Board Members Present: Pam Bennett, Carl Donovan, Larry Gomoll, Keern Haslem, Tracy Houck, Allen Lanning, Kelly Manzer

Advisory Board Members Absent: None

City Staff Present: Jennifer Reichelt, Deputy City Manager; Dona Hughes, Mansfield Supervisor; Owen Grubenhoff, Events Specialist

Guests: Rebecca Engum, Tourism Alliance Director

### INTRODUCTIONS

Board and staff introduced themselves to guest speaker, Rebecca Engum.

### OLD BUSINESS

#### Minutes

Board member Houck moved, seconded by Board member Donovan that the Mansfield Center for the Performing Arts Advisory Board approve the November 20, 2015, meeting minutes as submitted.

Motion carried 7-0-0.

### NEW BUSINESS

#### Guest, Rebecca Engum, Tourism Alliance Director

Guest Speaker, Engum, reported that Tourism Alliance's goal is for more events and bigger draws. Focus is on keeping people in Great Falls for two to three days. Formula is to pull in people with "draw" - the main event - and backfill with other activities such as the museums, the trail, etc. Building itineraries around these events is key. This packaging of events will be channeled 2 to 3 months ahead of time through the website and an electronic newsletter. The Tourism Office will also be populating an Outlook Events Calendar. The Tourism Alliance Office currently engages more than 15,000 people.

The Visitor Information Center (VIC) is also a responsibility of the Tourism Office. The VIC's role is to promote events and activities on day(s) of visitation.

Rebecca also noted that tourism impacts our economy in many ways. Besides the hospitality industry, it impacts retail, dining, guide services, gas stations and more.

Questions, answers and discussion ensued. Of note:

- Board Member Houck stated that the Sports Foundation wants to sweeten their bidding package with events that happen around the tournaments on which they are bidding.
- Next steps for the Tourism Alliance are:

- Staffing – hiring an assistant for Rebecca
- Strategic Planning in January
- Fully integrating the computer system between the Tourism Office and VIC
- Working on the phone system
- Hiring a Sales Manager (after strategic planning)
- Packaging – package an event with a room with dining
- The Tourism Alliance is a bringing together of the Convention Visitor’s Bureau (CVB), the Great Falls Tourism Business Improvement District (TBID), the Great Falls Area Chamber of Commerce (GFACC) and the Visitor Information Center (VIC).

Emphasis for the Tourism Alliance is on:

- Getting the information out there early
- Engaging the media in the 150 mile “donut” around Great Falls
  - Great Friends League – bloggers and writers.
  - Engagement through the Tourism Alliance website
  - Submit articles to regional publications
  - Content from users and tweets
  - Emails to VIC guests
- Creation of an itinerary campaign
  - “Mom-cations”
- Identified Eastern Montana as a good fit and marketing target
- Downtown Chicks creating a “selfie” campaign

Marketing Plan for 2017 Fiscal Year:

- A lot of alignment with the state of Montana, Great Falls airport, etc. in order to leverage the dollar
- Repetition of image, etc.
- In alignment with the State campaign, target the Geo Tourist – the older, educated individuals with disposable cash who want the experience, the opportunity to immerse themselves in the local culture
- Targeting Canadians via “calendar,” packaging and discounts
  - Build around Canada’s 3-day, holiday weekends

Long-range goal is to work with Great Falls College/Montana State University to develop an Ambassador program with certification

### **2015 - Year in Review**

Chairman Haslem noted that the focus for the Board this year has been on creating a non-profit foundation. The goal will soon be accomplished. Commissioner and local Attorney at Law, Bill Bronson has donated his legal services to file all necessary paperwork. Funds for the filing have been raised through the Paris Gibson Square’s concessions sales in the Theater lobby. The Square donates 20% of concessions sales to the Foundation. This is in addition to the 20% that they pay to the Mansfield.

### **Membership**

Due to being elected to the City Commission, Board Member Houck is no longer eligible to serve on the Mansfield Board. One application for the open position was received from Patty Myers. Board Member Houck moved and Board Member Donovan seconded to recommend to

the City Commission the appointment of Patty Myers to the Mansfield Center for the Performing Arts Advisory Board.

Motion carried 7-0-0.

The terms of Board Members Haslem and Donovan are up December 31, 2015. Both are eligible to run for another term. Both are interested in serving another term. Board Member Manzer moved and Board Member Lanning seconded to recommend to the City Commission the reappointment of Haslem and Donovan.

Motion carried 7-0-0.

## **NEW BUSINESS**

### **Staff Reports**

Staff Member Grubenhoff reported on the last month's events. Staff Member Hughes passed out calendars for the coming events.

Staff Member Reichelt reported that the Vision and Mission statements for Mansfield Foundation were revised and adopted. Bylaws still need to be developed. Commission Bronson will be filing papers with the State and Federal agencies. She noted that the working committee and soon to be formed Board could use someone from outside the Mansfield Advisory Board. Send any suggestion to Staff Member Reichelt.

### **PUBLIC COMMENT**

Board Member Houck reported that she attended the Community Development Block Grant meeting. She signed up as representing both Paris Gibson Square Museum and the Mansfield. There is potential for the Mansfield to ask for "bricks and mortar" money if there are any ADA needs. There is also the potential to ask for scholarship money for youth activities. However, grants are due by January 13.

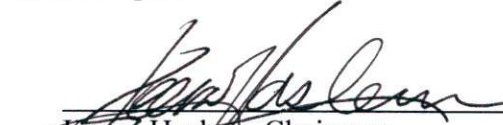
Board Member Gomoll asked Staff Member Hughes to report on the Kenny Endo project. The project is collaboration between the Great Falls Community Concert Association, Great Falls School District and the Mansfield Center for the Performing Arts to bring in internationally respected Taiko drummer, Kenny Endo, and his Contemporary Ensemble. The artists will be brought in in conjunction with the All State Music Festival and the Montana Music Educator's Association's annual conference. Besides a full-length evening performance, Kenny Endo and company will hold student workshops and teacher clinics. Efforts are also underway to hold cultural sharing sessions with Native American drummers as well. Staff Member Hughes wrote a National Endowment of the Arts/Challenge America grant. The grant was funded at \$10,000, the maximum amount that this type of grant can be awarded. Great Falls School District's Supervisor of Music Education, Dusty Molyneaux, wrote and submitted a grant request to the Tourism Business Improvement District (TBID) for \$2,500. Notification is pending as to the status of funding for that request.

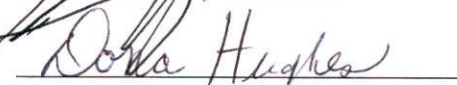
Board Member Donovan reported that the Linda Fuller Productions' show, "White Christmas" is getting a great community response. This is the last weekend for the show. Come see Board Member Haslem and Donovan in the show. Performances are at Great Falls High.

**ADJOURNMENT**

There being no further business to come before The Mansfield Center for the Performing Arts Advisory Board, Board Member Gomoll moved, seconded by Board Member Manzer, to adjourn the regular meeting of December 18, 2015, at 1:08pm.

Motion carried 7-0-0.

  
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Keern Hasten, Chairman

  
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Dona Hughes, Secretary

Minutes Approved: January 22, 2016  
*22* *fls* *DH*