

Great Falls Tourism Business Improvement District Board of Directors Meeting Minutes

Thursday, February 18, 2016 | 1:00 PM - 3:30 PM | Great Falls Area Chamber of Commerce Lower Level Video Conference room, Great Falls, Montana

Directors: Scott Shull, Sandra Thares, Scott Arensmeyer, Becky Amaral-Miller

Staff: Rebecca Engum, Vanessa Hayden

Guests: Tom Robitaille, Kirk Fried, Fred Boekel, Gregory Gordos, Larry Stimac

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.

1:04 | 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: Laurie Price-Manning, Malissa Hollan, Ryan Carroll
- b) Approve/disapprove minutes of 1-28-2016 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

Treasure State Horse Show – Tom Robitaille

\$1,500 request for Horse Show June 10th – 12th, 2016

1:20 | Copper Cup – Kirk Fried

\$3,685 request for Lacrosse Tournament March 25th – 27th, 2016

1:35 | Walking Tour – Gregory Gordos

\$2,250 request to produce 10,000 River's Edge History Walking Tour Brochure

1:50 | Revisit Montana Elite Juniors – Rebecca Engum

Approve/disapprove funding requests.

ACTION TAKEN

Motion made to approve \$1,500 for the Treasure State Horse show. Seconded. No discussion. All in favor. One abstained. None opposed. Motion carried.

ACTION TAKEN

Motion made to approve \$3,500 for the Lacrosse tournament. Seconded. No discussion. All in favor. None opposed. Motion carried.

ACTION TAKEN

No action taken for the request for funding for the Walking Tour brochures.

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 \$1,000 for the Montana Junior Elites. Seconded. Discussion occurred in regards to generated revenue from events. Three For. One Against. Motion carried.

2:25 | Executive Director Update – Rebecca Engum
Rebecca Engum gave the report.

2:10 | Financial Review – Rebecca Engum
Accept January Financials

ACTION TAKEN

Motion made to accept January financials. Seconded. No discussion. All in favor. None opposed. Motion carried.

2:30 | ExpoPark Planning – Rebecca Engum
Approve/disapprove applying for US Economic Development Agency planning grant for \$50,000, Montana Department of Commerce Big Sky Trust Fund grant for \$25,000 and matching \$25,000 for ExpoPark Study.

ACTION TAKEN

Motion made to approve applying for US Economic Development Agency planning grant for \$50,000, Montana Department of Commerce Big Sky Trust Fund grant for \$25,000 and matching \$25,000 for ExpoPark Study. Seconded to move forward with the \$50,000 fund grant, and matching \$25,000 for the ExpoPark study. All in favor. None opposed. Motion carried.

2:35 | USA Today – Rebecca Engum
Approve/disapprove partnering with CVB to place full page print advertising in USA Today National Treasures Magazine for 100 Year National Park Celebration for \$6,000.

ACTION TAKEN

Motion made to approve partnering with CVB to place full page print advertising in USA Today National Treasures Magazine for 100 Year National Park Celebration for \$6,000. Seconded. All in favor. None opposed. Motion carried.

2:40 | Wing World Goldwing Member Magazine – Rebecca Engum
Approve/disapprove partnering with CVB to place full page print advertising in Wing World Magazine in July and August for \$1,900.

ACTION TAKEN

Motion to approve partnering with CVB to place full page print advertising in Wing World Magazine in July and August for \$1,900. Seconded. All in favor. None opposed. Motion carried.

2:50 | Great Friends League Membership Plan – Rebecca Engum
Approve/disapprove Great Friends League Membership plan.

ACTION TAKEN

No action taken.

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2:45 | Montana Stockgrower's Sponsorship – Rebecca Engum
Approve/disapprove sponsoring Montana Stockgrower's Policy Committee Meeting in Great Falls June 8th-10th, 2016 for \$1,000.

ACTION TAKEN

Motion made to approve sponsoring Montana Stockgrower's Policy Committee Meeting in Great Falls June 8th-10th, 2016 for \$1,000. Seconded. All in favor. None opposed. Motion carried.

2:47 | National Heritage Meeting Sponsorship – Rebecca Engum
Approve/disapprove sponsoring National Heritage Meeting on April 1st, 2016 in Great Falls for \$100.

ACTION TAKEN

Motion made to approve sponsoring National Heritage Meeting on April 1st, 2016 in Great Falls for \$100. Seconded. All in favor. None opposed. Motion carried.

2:55 | Public Comment – Scott Shull
Comments received concerning business project at ExpoPark.

3:26 | Adjourn – Scott Shull

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