

Great Falls Tourism Business Improvement District Board of Directors Meeting Minutes

Thursday, April 21st | 1:00 PM – 3:00 PM | Great Falls Area Chamber of Commerce Lower Level Video Conference room, Great Falls, Montana

Signature: _____

Date: 5-19-16

Board: Scott Shull, Sandi Thares, Malissa Hollan, Becky Amaral-Miller, Laurie Price

Staff: Rebecca Engum, Vanessa Hayden

Visitors: Shane Etzwiler, Larry Stimac, Brett Doney, Brad Livingston

1:05 | 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: Scott Arensmeyer
- b) Approve/disapprove minutes of 3-17-2016 Board of Directors Meeting

ACTION TAKEN

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

1:05 | Executive Director Update – Rebecca Engum

Rebecca provided the Executive Director Update.

1:14 | Financial Review – Rebecca Engum

Accept March Financials.

ACTION TAKEN

Motion made to approve the March financials. Seconded. No discussion. All in favor. None opposed. Motion carried.

1:28 | Great Falls Montana Tourism FY 17 Marketing Plan – Rebecca Engum

Approve/disapprove Great Falls Montana Tourism FY 17 Marketing Plan.

ACTION TAKEN

No action taken.

2:21 | Calgary Outdoor Travel and Adventure Show – Rebecca Engum

Approve/disapprove exhibiting March 25 & 26, 2017 at Calgary Outdoor Travel and Adventure Show in Calgary Alberta for \$3,600 to include exhibit fees, travel, and prizing.

ACTION TAKEN

Motion made to approve exhibiting March 25 & 26, 2017 at Calgary Outdoor Travel and Adventure Show in Calgary Alberta for \$3,600 to include exhibit fees, travel, and prizing. Seconded. No discussion. All in favor. None opposed. Motion carried.

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.

2:25 | Downtown Development Partnership Wayfinding – Brett Doney
Approve/disapprove \$12,500 to be used as match for U.S. Economic Development Agency grant to secure consultant services for determining what wayfinding needs to be done and the best way to move forward.

ACTION TAKEN

Motion made to approve \$6,250 to be used as match for U.S. Economic Development Agency grant to secure consultant services for determining what wayfinding needs to be done and the best way to move forward. Seconded. Discussion on further TBID money once wayfinding plan is in place. All in favor. None opposed. Motion carried.

2:55 | Downtown Development Partnership Membership – Rebecca Engum
Approve/disapprove \$1,000 to join Downtown Development Partnership and having Great Falls Montana Tourism Executive Director sit on the Downtown Development Partnership Board.

ACTION TAKEN

Consensus of Board of Directors was to disapprove joining Downtown Development Partnership.

3:07 | Montana Association of Society Executives – Rebecca Engum
Approve/disapprove \$150 membership for Montana Association of Society Executives.

ACTION TAKEN

Motion made to approve \$150 membership for Montana Association of Society Executives. Seconded. No discussion. All in favor. None opposed. Motion carried.

3:08 | Fiscal Management Policy – Rebecca Engum
Adopt Fiscal Management Policy.

ACTION TAKEN

No action taken.

3:10 | Board Term Discussions – Scott Shull
Take Action as Deemed Necessary

No Action Taken.

3:14 | Public Comment – Scott Shull
Public comment on Visitor Center renovation. Public comment on Economic Mill Levy.

3:20 | Adjourn – Scott Shull

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