



Great Falls Tourism Business Improvement District Board of Directors Meeting Minutes

Thursday, May 19th, 2016 | 10:00 AM – 12:00 PM | Great Falls Area Chamber of Commerce Lower Level Video Conference room, Great Falls, Montana

Signature: _____

Date: 5/24/16

Board: Scott Shull, Laurie Price-Manning, Scott Arensmeyer, Becky Amaral-Miller, Sandra Johnson-Thares

Staff: Rebecca Engum, Vanessa Hayden

Guests: Larry Stimac

10:01 | 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: Malissa Hollan
- b) Approve minutes of 4-21-2016 Board of Directors Meeting
- c) Approve minutes of 5-3-2016 Special Joint Board of Directors Meeting

ACTION TAKEN

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

10:05 | Executive Director Update – Rebecca Engum

Rebecca Engum gave report.

10:15 | Financial Review – Rebecca Engum

Accept April Financials.

ACTION TAKEN

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

10:20 | Young Professionals Conference – Rebecca Engum

Approve/disapprove sponsoring 1st Annual Montana Young Professionals in Great Falls Montana August 19-20th for \$500.

ACTION TAKEN

Motion made to approve sponsoring 1st Annual Montana Young Professionals in Great Falls Montana August 19-20th for \$500. Seconded. No discussion. All in favor. None opposed. Motion carried.

Mission

To passionately promote Great Falls Montana as a preferred destination for travelers, tourists and conventions to visit, stay, experience, and return.

10:27 | National Heritage Area commitment – Rebecca Engum
Take action as deemed necessary.

NO ACTION TAKEN

10:43 | Fiscal Management Policy – Rebecca Engum
Adopt Fiscal Management Policy.

ACTION TAKEN

Motion made to adopt the fiscal management policy with discussed changes.
Seconded. No discussion. All in favor. None opposed. Motion carried.

11:03 | Request for Proposals – Rebecca Engum
Approve/disapprove going out for Request for Proposal for Creative Development, Print/Digital Media and Marketing Services, Website Development Services, and Visitor Guide Development as one RFP with opportunity for individual responses.

ACTION TAKEN

Motion made to approve going out for Request for Proposal for Creative Development, Print/Digital Media and Marketing Services, Website Development Services, and Visitor Guide Development as one RFP with opportunity for individual responses. None opposed. Motion carried.

11:11 | Small Market Meetings Marketing Opportunity – Rebecca Engum
Approve/disapprove placement of full page ad in the July issue of Small Market Meetings featuring a Montana Meeting Guide.

ACTION TAKEN

Motion made to support placement of full page ad in the July issue of Small Market Meetings featuring a Montana Meeting Guide. Seconded. Discussion on tracking the ad's effectiveness. All in favor. None opposed. Motion carried.

11:21 | Great Falls Montana Videos Marketing Opportunity – Rebecca Engum
Approve/disapprove development of one 2-3-minute Great Falls Montana specific video with photographer accompaniment.

ACTION TAKEN

Motion made to support development of one 2-3-minute Great Falls Montana specific video with photographer accompaniment. Seconded. No discussion. All in favor. None opposed. Motion carried.

11:28 | Public Comment – Scott Shull
Opportunity for public comment.

Comment made on the potential dance opportunities available through ExpoPark.

11:31 | Adjourn – Scott Shull

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