



**Journal of Commission Work Session
2 Park Drive South, Great Falls, MT
Civic Center Gibson Room 212
November 7, 2017**

1. Call to Order - 5:30 p.m.

CITY COMMISSION MEMBERS PRESENT: Bob Kelly, Bill Bronson, Tracy Houck and Fred Burow. Commissioner Bob Jones was excused.

STAFF PRESENT: City Manager Greg Doyon and Deputy City Manager Chuck Anderson, City Attorney Sara Sexe and Deputy City Clerk Darcy Dea.

2. Public Comment.

None.

3. Tourism Business Improvement District - Rebecca Engum.

Great Falls Executive Director Rebecca Engum reviewed and discussed the attached PowerPoint presentation including the history, affiliation, vision, mission, strategic priorities, as well as funding with regard to the Tourism Business Improvement District (TBID).

Mayor Kelly received clarification that "RevPar" means Revenue generated Per average room night.

Commissioners Houck, Bronson and Burow expressed support with regard to the TBID moving forward with the two dollar assessment that was discussed in the PowerPoint.

Commissioner Burow further congratulated Ms. Engum for her efforts with regard to working together with the TBID.

Mayor Kelly received clarification that the amount of money would be approximately \$400,00 by raising the assessment amount by one dollar. Raising the assessment amount to three dollars could not happen due to pending legislation that may impact lodging facilities, as well as being comparative to peer cities. Utilizing a flat rate for lodging was looked into, however the assessment is a per night rate based on state law.

4. City Code Revisions for Title 12 - Sara Sexe.

City Attorney Sara Sexe reviewed and discussed the attached PowerPoint presentation regarding the purpose, substantive changes, as well as the goals of the revisions for Title 12.

Attorney Sexe explained that minor changes may consist of clarification of previous changes that have been made that were not presented at a work session or

that do not have a significant effect to the public.

Commissioner Houck received clarification that there are different circumstances with regard to the requirements for public notices.

Commissioner Bronson commented that the legislature will need to address updating all of the notice requirements.

Mayor Kelly requested examples of significant and minor changes to Ordinances, and further expressed support to having transparency for the public.

City Attorney Sexe responded that one example of a significant change would be to repeal and replace an entire title of the Official Code of the City of Great Falls (CCOGF), and that language updates would be a minor change.

Mayor Kelly requested that City 190, as well as the website be looked into with regard to advertising potential minor Ordinance changes.

Commissioner Houck requested that the Commission receive the PowerPoint for the City Code revisions for Title 12.

5. Discussion of Potential Upcoming Work Session Topics.

City Manager Greg Doyon reported that the next work session will consist of the CDBG program and proposed changes. The City is continuing to get information from Neighborworks; however, an auditor will be retained to provide an independent review of the documents that were requested with regard to use of CDBG funds. The Rivers Edge Trail, Library, Vigilant Guard Exercise, golf fees, as well as a Quarterly Budget update will be upcoming topics.

With regard to preparation for the Vigilant Guard Exercise, Manager Doyon extended an invitation to the Commission to attend the Public Information Officer (PIO) training on November 16. Manager Doyon further reported that orientation would be provided to the new Commissioners.

Attorney Sexe suggested adding a possible class action litigation with regard to opioids to an upcoming work session. Mayor Kelly responded that he would like a clear indication from staff and the Commission with regard to whether the City should participate in this type of a class action litigation.

Commissioner Bronson and Mayor Kelly expressed support with regard to having a presentation at an upcoming work session. No one objected.

6. Adjourn.

There being no further discussion, Mayor Kelly adjourned the informal work session of November 7, 2017, at 6:18 p.m.



History

- Created | December 2008
- Invested \$540,000 | Business Travel
- Invested \$320,000 | Air Service
- Invested \$511,000 | Leisure Travel
- Room Demand | + 7%
- RevPar | + 15%
- Affiliated Tourism Efforts

Affiliation

- Convention and Visitors Bureau + Tourism Business Improvement District + Great Falls Area Chamber of Commerce | August 2015
- One Vision
- One Mission
- One Set of Values
- One Set of Strategic Priorities
- One Set of Objectives

Vision

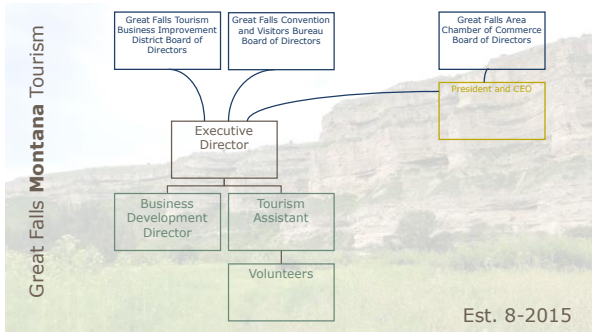
To strengthen the Great Falls Montana economy by being the preferred choice for a genuine Montana experience.

Mission

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

Strategic Priorities

- Demonstrate Operational Excellence
- Build Team Great Falls
- Grow Shoulder and Off-Peak Visitation
- Celebrate, Support, and Create Assets
- Develop and Grow the Tourism Pipeline



Tourism Business Improvement District Assessment

- MCA Title 7 Chapter 12 allows for creation
- City creates district
- Board Administration outlined in MCA 7-12-1131
- TBID Obligations not City Obligations MCA 7-12-1144
- Assessments collected by City
- Work Plan and Budget Submitted for City approval
- MCA 7-12-1102 funds to be used for tourism marketing and promotion

Priorities

- Great Friends League | Hospitality & Retail
- Great Falls Champions
- Meeting Planner Events
- Digital and Social Marketing
 - Montana ExpoPark
- New Signature Events
 - Western Art Week

Montana's Basecamp for Art & Adventure

Increased Investment

- Prevent Erosion of Market Share
- Begin to Compete for Business
 - Nationally
 - Regionally
 - Locally
- Gain Market Share
- Establish New Market Share

Great Falls | Montana's Basecamp for Art & Adventure

Assessment Amount

- Current | \$1
 - Exempt for stays 31 days+
- Proposed | \$2, \$1 for properties 30 rooms and under
- 7-1-2018 proposed property level collection and reporting start
 - Peer cities already collecting \$2

Great Falls | Montana's Basecamp for Art & Adventure

Return on Investment

- Increased overnight visitation
- Increased number of meeting planner bookings
- Increased event attendance
- Increased GTF traffic
- Increased social media engagement
- Increased community engagement



Great Falls | Montana's Basecamp for Art & Adventure

Great Falls Montana Tourism

- Vanessa Hayden, Tourism Assistant | Vanessa@VisitGreatFalls.org
- Jake Bash, Business Development Director | Jake@VisitGreatFalls.org
- Rebecca Engum, Executive Director | Rebecca@VisitGreatFalls.org

100 1st Ave N | Lower Level Suite
406-761-4436 | www.VisitGreatFallsMontana.org

Great Falls | Montana's Basecamp for Art & Adventure

Title 12 Code Revisions

City Commission Work Session
Nov. 7, 2017
Sara R. Sexe, City Attorney

Purpose

- Numerous proposed changes
 - Repeal and replace
- Work session presentation
 - Commission input and
 - Public comment.

Title 12 Revisions Generally

- Clean up typographical and grammatical errors, and
- Chapter and subsection re-designation for correct numerical order.

Substantive Changes

- Substituting "Commission" for "Governing Body, and eliminating fee amounts from Code.
- Designating owners as primarily responsible for Boulevard encroachments.
- Eliminating transit shelters as Boulevard encroachments.
- Eliminating off street parking in Boulevard.
- Public Works and Planning/CD working on street provisions.
- Minor changes to encroachment permit issuance.

Substantive changes, cont.

- Updating fee references to set by Commission resolution versus in Ordinance.
- Updating insurance requirements to cover statutory tort caps in MCA 2-9-108.
- Adding indemnification provisions.

Substantive changes, cont.

- Establishing a formalized appeal process for the denial of permits, including:
 - Excavation permits;
 - Sidewalk and curb permits; and
 - Street improvement permits

Substantive changes, cont.

- Consolidating language regarding processions.
 - Includes parades, fun runs, marches, motorcades, *et cetera*.
 - Administered by Park and Recreation office.
 - Codifying criteria by which a procession application may be approved, revised, or denied.
 - Provides appeal process for adverse decisions.

Substantive changes, cont.

- Street closure permits for public events and block parties removed and placed into Title 9.
 - Administered by City Manager's office.

Substantive changes, cont.

- Removal of enforcement of sidewalk deterioration and repair issues from Police Department.
 - Reassigning to Public Works.
- Deletion of "special sidewalk and curb fund" provisions.
 - Never implemented.

Substantive changes, cont.

- Establishing clear penalty provisions for violations of the Title.
 - Allowing options for civil or criminal enforcement.
 - City Attorney's office discretion.
- Removing construction cost assessments
 - Not ever implemented
- Clarifying where bicycles may be ridden on sidewalks (River's Edge Trail).

Substantive changes, cont.

- Revisions to ordinances regarding trees
- Removed trees from boulevards shall be replaced.

Ultimate Goal of the Proposed Revisions

- Create consistency within the rest of the Code, and where applicable, the MCA.
- Create clarification in process and application.

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- Future proposed changes will include changes.
 - Title 3 pertaining to revenue and finance
 - Establishing and reserving Titles 7, 11, and 14
 - Staff is requesting direction on future changes
 - If significant changes, require Public Hearing
 - What about for minor
 - Increased costs for publication

Questions?
