



Great Falls Montana Tourism Joint Powers Meeting of Great Falls Convention and Visitors Bureau Board of Directors and Great Falls Tourism Business Improvement District Board of Directors Agenda

Thursday, April 20, 2017 | 9:00 AM – 11:30 AM | Great Falls Area Chamber of Commerce Lower Level Video Conference Center, 100 1st Avenue N, Great Falls, Montana

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.

9:00 | Welcome, Introductions, Call to Order and Approve Minutes – Shane Etwiler

9:01 | Call to Order, and Approve Minutes - Scott Shull

9:02 | Public Comment – Shane Etwiler, Scott Shull
Opportunity for public comment.

9:07 | Atlas Marketing Strategy Presentation
Convention and Visitors Bureau Board of Directors approve/reject FY18 Marketing Strategy.

Tourism Business Improvement District Board of Directors approve/reject FY18 Marketing Strategy

10:00 | Executive Director Report – Rebecca Engum

10:10 | Performance Dashboard Review – Rebecca Engum

10:15 | Financial Review – Rebecca Engum, Scott Arensmeyer
Convention and Visitors Bureau Board of Director Accept January, February, and March Financials.

Tourism Business Improvement District Board of Directors Accept February and March Financials.

10:25 | Visitor Center Relocation – Rebecca Engum
Take action as deemed necessary.

10:30 | Great Falls Montana Tourism Visitor Guide – Rebecca Engum
Tourism Business Improvement District Board of Directors approve/reject \$12,500 to design one 4 x 9 12-page Visitor Guide Distribution Piece and one extended digital Visitor Guide for download only.

Mission

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

- 10:40 | DRAFT FY18 Joint Budget – Rebecca Engum
Convention and Visitors Bureau Board of Directors approve/reject Fiscal Year 2018 Joint Budget.
- Tourism Business Improvement District Board of Directors approve/reject Fiscal Year 2018 Joint Budget.
- 10:50 | Great Falls Montana Tourism Membership Package – Rebecca Engum
Convention and Visitors Bureau Board of Directors approve/reject Great Falls Montana Tourism Membership Package.
- 11:00 | Convention and Visitors Bureau Bylaws – John Teini
Convention and Visitors Bureau Board of Directors approve/reject Bylaws.
- 11:10 | Adjourn – Shane Etwiler
- 11:11 | Tourism Business Improvement District Renewal – Rebecca Engum
Tourism Business Improvement District Board of Directors take action as deemed necessary
- 11:30 | Adjourn - Scott Shull

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