



5/18/17



**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 Minutes**

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

**Tourism Business Improvement District Board:** Scott Shull, Robert Dompier, Becky Amaral-Miller, Malissa Hollan, Sandra Johnson-Thares, Laurie Price

**Convention and Visitors Bureau Board:** Shane Etwiler, Jeremiah Johnson, Jackie Slovak, Peggy O'Hare, Craig Madsen, Michelle Dahl, John Teini

**Staff:** Rebecca Engum, Vanessa Hayden

**Guests:** Doug Ormseth, Bob Kelly, Gayle Fisher

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

**CVB ACTION TAKEN**

Motion made to approve 1-19-2017, 3-8-2017, and 3-23-2017 minutes. Seconded. No discussion. All in favor. None opposed. The motion passed.

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

**TBID ACTION TAKEN**

Motion made to approve 2-23-2017 and 3-23-2017 minutes. Seconded. No discussion. All in favor. None opposed. The motion passed.

9:02 | Public Comment - Shane Etwiler, Scott Shull

Opportunity for public comment.

No 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

**TBID AND CVB ACTION TAKEN**

Motion made to approve FY18 Marketing Strategy. Seconded. No discussion. All in favor. None opposed. The motion passed.

**Mission**

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

10:19 | Executive Director Report – Rebecca Engum

Rebecca Engum provided report.

10:32 | Performance Dashboard Review – Rebecca Engum

Rebecca Engum provided report.

10:38 | 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.

**CVB ACTION TAKEN**

Motion made to accept January, February, and March Financials. Seconded. No discussion. All in favor. None opposed. The motion passed.

**TBID ACTION TAKEN**

Motion made to accept February and March Financials. Seconded. No discussion. All in favor. None opposed. The motion passed.

10:47 | Visitor Center Relocation – Rebecca Engum

Take action as deemed necessary.

No action taken

10:50 | Great Falls Montana Tourism Visitor Guide – Rebecca Engum

Tourism Business Improvement District Board of Directors approve/reject \$12,500 to design one 4x9 12-page Visitor Guide Distribution Piece and one extended digital Visitor Guide for download only.

**TBID ACTION TAKEN**

Tabled to next meeting.

11:05 | DRAFT FY18 Joint Budget – Rebecca Engum

Convention and Visitors Bureau Board of Director approve/reject Fiscal Year 2018 Joint Budget.

Tourism Business Improvement District Board of Directors approve/reject Fiscal Year 2018 Joint Budget.

**CVB ACTION TAKEN**

No action taken.

**TBID ACTION TAKEN**

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Motion made to approve Fiscal Year 2018 Joint Budget with \$20,000 revenue reduction. Seconded. No discussion. In all in favor. None opposed. The motion passed.

11:29 | Great Falls Montana Tourism Membership Package – Rebecca Engum  
Convention and Visitors Bureau Board of Directors approve/reject Great Falls Montana Tourism Membership Package.

CVB ACTION TAKEN  
Tabled to next meeting.

11:35 | Convention and Visitors Bureau Bylaws – John Teini  
Convention and Visitors Bureau Board of Directors approve/reject Bylaws.

CVB ACTION TAKEN  
Tabled to next meeting.

11:36 | Adjourn – Shane Etwiler

11:37 | Tourism Business Improvement District Renewal – Rebecca Engum  
Tourism Business Improvement District Board of Directors take action as deemed necessary.

No action taken

12:00 | Adjourn - Scott Shull

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