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**Great Falls Tourism Business Improvement District**

**Minutes; Request for Funding Meeting**

**1pm – December 15, 2011**

**Holiday Inn – 400 10<sup>th</sup> Ave. So.**

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**Chair**

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**Sec/Treasurer**

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**Date**

December 15, 2011

**Facilitator:** Robert Dompier - Chair

**Minutes:** Karen Venetz – Administrative & Marketing Director

**Board members present:** Robert Dompier, Scott Shull, Ryan Carroll, Malissa Hollan, Pam Volk, David Buckingham

**Board members absent:** Sandra Johnson-Thares

**Quorum present:** yes

**Guests:** Tara Tronson, Tia Dear, Lindsay Smith, Lacey Gallagher, Brett Doney

**Meeting called to order:** 1:05pm

**Approval of minutes:** Minutes to be reviewed and approved at next BOD meeting

**Approval of financial report:** Finance report of November 30, 2012 to reviewed and approved at next BOD meeting

**Public comment on agenda items:** None

**Agenda topics:**

**Presentations:**

- Great Falls Advertising Club – Tara Johnson – 1pm
  - Ms. Johnson was joined by Ad Club member Tia Tear. The Ad Club will be hosting “A Night at the Addy’s” on February 18, 2012. The local ADDY Awards is the first of a three-tier, national competition. Great Falls is the only Ad Club in Montana and expects Tara and Tia defined the project and market audience for the TBID Board.
- Great Falls CVB – Carol Lindseth – 1:20 pm
  - Ms. Lindseth was going to approach the Board to request funding for a Great Falls pocket guide. The guide was not to a finished state, therefore quantities and other information necessary to request funding was not available. Ms. Lindseth will submit to the Board at a later date. Ms. Venetz shared information regarding the Certified Folder distribution. Ms. Venetz wanted the Board to understand that once the CVB completed the pocket guide the distribution portion may need to be supplemented with TBID funding.
- Get Fit Great Falls – Lindsay Smith – 1:40pm
  - Ms. Smith was joined by Ms. Gallagher to requested funding for a celebrity soccer star. If this celebrity soccer star is secured he/she would join with “Get Fit Great Falls” to work with children ages 6 to 19 to get up and get moving. Several stats were shared about children’s inactivity. This event would place Great Falls on the map for soccer, opening the door to many events.

- Great Falls Development Authority – Brett Doney – 2:00pm
  - Mr. Doney requested funding for the creative and action plan phases of the Great Falls Brand Development project. The GFDA is committed to continuing to provide staff time to complete the brand development work, but do not have funds available to pay the consultants for the creative and action plan work.
- Wild Bunch Art Show – Paper presentation only –
  - Ms. Pickthorn sent a request for funding in the mail. Ms. Pickthorn is the chair of the Wild Bunch Art Show held at the Hampton Inn. She is requesting funds to assist with her 2012 show.
- Two of the Board members had to excuse themselves from the meeting to attend other business matters. Mr. Dompier suggested the Board wait until the Dec. 22<sup>nd</sup> meeting to discuss and vote.

#### **New Business:**

- 2012 Governor’s Conference on Tourism
  - Ms. Venetz serves on the 2012 Governor’s Conference committee. Ms. Venetz reported that a booth at the conference is \$350 and requested splitting the cost with the GF CVB.
    - Mr. Buckingham motioned to fund \$175 for half of the booth to be split with the GF CVB at the 2012 conference. The motion was seconded by Ms. Volk. The motion passed unanimously.
  - Ms. Venetz also reported that the committee is working to put together goody bags or gift baskets. Ms. Venetz requested that the TBID grant \$500 towards the gift baskets, or what the committee decides upon.
    - Ms. Volk motioned to fund the request with a \$500 grant; the motion was seconded by Mr. Shull. The motion passed.
  - The Board requested that the TBID URL be used to drive traffic to the website. Ms. Venetz will work with Shortgrass web development on ideas and how the hits can be identified.
- Hockey in the Rockies program ad
  - Ms. Venetz passed around a copy of the ad that will be in the program
- Letter from Ed Varner
  - Ms. Venetz passed around a very nice thank you letter from Mr. Varner.

#### **A. Checks issued**

- a. Ms. Venetz gave a report of checks that needed signatures.

#### **Meeting adjourned:**

**3:10pm**

**Next meetings: Please review meetings below**

<b>December 2011 meetings</b>	<b>January 2012 meetings</b>	<b>February 2012 meetings</b>
December 15 @ 1pm – Request for Funding – Holiday Inn	January 19 @ 1pm – Request for Funding & BOD meeting due to Karen being at a consumer show on Jan. 26 <sup>th</sup> .	February 16 @ 1pm - Request for Funding – Holiday Inn
December 22 @ 10am – Board of Director meeting – Holiday Inn – would the BOD like to have this meeting January 19 <sup>th</sup> ?	January 26 @ 10 am – cancelled – Karen at consumer show	February 23, 2012 @ 10am – Board of Director meeting – Holiday Inn