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Great Falls Tourism Business Improvement District
Minutes; Board of Director Meeting
10am – July 26, 2011
La Quinta Inn & Suites – 600 River Dr. South

Chair:

Facilitator: Robert Dompier - Chair

Minutes: Karen Venetz – Administrative & Marketing Director

Board members present: Robert Dompier, Sandra Thares, Ryan Carroll, Pam Volk, Malissa Hollan and Scott Shull

Board members absent: David Buckingham

Guests: Mr. Stuart Doggett; Montana Lodging & Hospitality Association

Meeting called to order: 10:10am

Approval of minutes: Minutes of June 23rd and July 21st to be reviewed

- Mr. Shull made a motion to accept the June 23rd minutes as presented, Ms. Volk seconded the motion. The motion was carried with unanimous approval.
- Ms. Hollan made a motion to accept the July 21st minutes as presented, Mr. Shull seconded the motion. The motion was carried with unanimous approval.

Approval of financial report: Ms. Venetz is working with Kelby Donnelly at JCCS to finalize the fiscal year end. Ms. Venetz will be meeting with her on Wednesday July 27th and will report year end at the August 25th Board of Director meeting. The BOD would like to see up to date figures from the City to compare to last year.

Public comment on agenda items: None

Agenda topics:

Old Business:

A. Montana Lodging & Hospitality Association

- a. Mr. Doggett met with the TBID Board to request support of the MLHA Tourism Initiative and to answer questions regarding the initiative.
 - i. The initiative is taking a pro-active position in preparation for the upcoming legislative session
 - ii. Establishing tourism as a non-partisan issue that is top of mind for the target audience
 - iii. Complement other tourism group efforts to tell a broader, more complete story
- b. Target audience:
 - i. Montana residents
 - ii. Gubernatorial candidates
 - iii. State legislators, politicians and party leaders
 - iv. Local community leaders and elected officials

- c. Influencers
 - i. Media (traditional and online, bloggers
 - ii. Social media communities
 - iii. Major media to include TV ads
- B. The initiative will run in three phases beginning now and through the next legislation session
 - a. Mr. Shull motioned to support the initiative in two \$5000 installments. \$5000 paid in FY-2012 and \$5000 paid in FY-2013 for a grand total of \$10,000
 - b. The motion was seconded by Ms. Hollan and passed with a unanimous vote
 - c. Discussion: The BOD felt that the initiative met the mission of the TBID by maintaining a healthy tourism presence that will in turn generate room nights for Great Falls.
- d. New Business:
 - C. Election of officers
 - a. Per Article IV, Officers, and Section 4.2 – Officers shall be elected annually by the Board at the last regular meeting of the fiscal year.
 - i. Ms. Thares motioned to retain officer's positions as is. Mr. Dompier as Chair, Ms. Thares as Secretary/Treasurer and Mr. Buckingham as Vice-Chair. Mr. Shull moved to second the motion. The motion was carried by unanimous vote.
 - 1. Discussion: Ms. Venetz is to research if the election of officers per the By-laws and the Montana Code Annotated must be at the end of the fiscal year or at the end of the calendar year and report at the next BOD meeting.
 - D. City Commission meeting
 - a. Public meeting August 2nd 7pm
 - i. Mr. Dompier and Ms. Venetz will attend to answer any questions from the public
 - E. FY-11 end
 - a. As reported in the finance report, Ms. Venetz is working with the TBID accountant on year end.
 - F. Conventions & Events report
 - a. Ms. Venetz is working with Dona Hughes at the Civic Center. She has put together a list of events and will collect additional information from Miriam (CVB) when she returns from vacation. She will be working with Gayle Fisher on other opportunities
 - b. Ms. Venetz is meeting with a local group to bring in two conventions, the group will present at the next presentation meeting on August 18th.
 - G. Newsletter content
 - a. Ms. Venetz presented a rough draft of the newsletter and costs to design and print.
 - i. Ms. Thares motioned to approve the content and move forward with design and print of 100 copies per estimate of between \$240 and \$290. The motion was seconded by Ms. Volk. The motion was carried unanimously.
 - H. Revised by-laws
 - a. Ms. Venetz emailed changes of the by-laws to all Board members prior to the meeting. Not all of the software was compatible. Ms. Venetz will re-send with suggested changes.
 - I. D & O Insurance
 - a. Ms. Thares moved to accept the D & O insurance through Payne Financial for an annual amount of \$690. Mr. Shull seconded the motion, which carried unanimously.
 - J. Tourism Partner Retreat
 - a. September 22, 2012. 1 to 5pm at the GF Area Chamber of Commerce conference room

- K. Great Falls Area Chamber of Commerce
 - a. Ms. Venetz made reference to the article in the Tribune on July 26th regarding the low cost air carrier community initiative
- L. Hockey program ad
 - a. Ms. Venetz shared the ad that will represent the TBID in the American Hockey program – regarding come early and stay late
 - b. The Board asked Ms. Venetz to arrange for a tour of the Hockey rink.
- M. Report of Administrative & Marketing Director – in addition to the CVB and RC report Ms. Venetz has been attending the DAA meetings. The DAA is working on filling the vacancies, keeping the Downtown clean, working with the Set Free Ministries. I will begin attending the Chamber Ambassador's meeting in September when they start up again. Meeting with Dona Hughes once per month, making a minimum of 5 calls per week pertaining to possible convention and event opportunities.
- N. Checks to be issued
 - a. MCA, Rural Dynamics, Harvest Thunder Triathlon and Convention and Visitors Bureau and Great American Insurance Company.

Meeting adjourned: 12:25pm

Next meetings: August 18, 1pm / August 25, 10am, September 15, 1pm, September 22, 10am/ October 20, 1pm/ October 27, 10am. Most meetings are held at the Holiday Inn, unless otherwise notified.

Note: Karen Venetz will be out of the office Thursday, September 8th – returning on Wednesday September 13th.

Please note the GFALA reconvenes on Tuesday, September 27th at 11:30am. The meeting will take place at the O'Haire Motor Inn with Chris Hickman as the guest speaker.
Meetings are always held the last Tuesday of the month.