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**Great Falls Tourism Business Improvement District**

**Minutes; Request for Funding Presentations**

**1pm – July 21, 2011**

**Holiday Inn – 400 10<sup>th</sup> Avenue South, Great Falls, MT**

**Facilitator:** Robert Dompier - Chair

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

**Board members present:** All members present

**Board members absent:**

**Guests:** John Juras, Ralph Halverson & Cristina Barsky

**Meeting called to order:** 1:08pm

**Approval of minutes:** Minutes for June meetings will be reviewed on July 28<sup>th</sup>, 2011 during the Board of Director meeting

**Approval of financial report:** Finance report will be reviewed on July 28<sup>th</sup>, 2011 during the B of D meeting

**Public comment on agenda items:** There was no public comment

**Agenda topics:**

**A. Presentations**

- a. **Montana Coaches Clinic:** The clinic will bring in more than 800 participants August 3, 4 and 5, 2011. Coaches and exhibitors attend from two Canadian provinces and seven states. The exhibitors and registrants say this is the best clinic they have ever attended.
  - i. Mr. Shull motioned to fund the event with a \$5000 grant. Mr. Buckingham seconded the motion.
  - ii. The motion passed by unanimous vote
  - iii. Discussion: An attempt is to be made to work with Ralph Halverson early in the year so that the TBID receives improved sponsorship representation. Ms. Venetz will work with Mr. Halverson for the best representation for this year's clinic, in addition working in the CVB booth. Ms. Venetz will also alert the press to the funding provided by the TBID to the MCA. Mr. Dompier serve as contact, in his absence Mr. Buckingham will be available.
- b. **Harvest Thunder Triathlon:** The request for funds is to assist in defraying the costs of the timing company, swag bags and pool rental. The event draws close to 300 participants, 55% from outside of Great Falls and Montana. The event continues to grow each year and has the potential to become significantly larger.
  - i. Ms. Thares motioned to fund the event with a \$250 grant. Ms. Volk seconded the motion.
  - ii. The motion was carried by unanimous vote
- c. **Rural Dynamics Inc. / Mobilizing Rural Communities:** This is the second year for this event. It was held in Bozeman last year. There is opportunity to host this event in Great Falls on an every other year rotation, plus many other organizations are involved, opening opportunity for additional conventions and events. The convention expects to fill 750 room nights.

- i. Mr. Shull motioned to fund the event with a \$750 grant. The motion was seconded by Ms. Hollan. Ms. Volk recused herself during the vote, due to conflict of interest.
- ii. The vote was carried by a majority vote.
- iii. Discussion: Ms. Venetz will promote Great Falls in a booth at the event.

**New Business:**

- d. MLHA Tourism Initiative
  - i. Ms. Thares shared information from the MLHA who is looking to develop and implement a multi-tiered, grassroots strategy to highlight the importance and the benefits of tourism in Montana. Overall goals include: Educate the public, inform the politicians and empower the public, communities and small businesses.
  - ii. The MLHA is requesting assistance with funding
  - iii. The TBID Board members said there was a lot of information to digest and would like to continue discussion at the July 26<sup>th</sup> BOD meeting
- e. Approval of Facilitator for September 22<sup>nd</sup> "Tourism Partner Retreat"
  - i. Ms. Venetz shared three estimates for the position of facilitator for the retreat
  - ii. Ms. Volk motioned to accept the estimate from Mr. Willmarth, Mr. Shull seconded the motion.
  - iii. The motion passed by unanimous vote

**B. Checks to be issued**

- a. Checks will be issued at the July 26<sup>th</sup> BOD meeting

**Meeting adjourned: 2:38pm**

**Next meetings: - The majority of the Board was unable to attend the July 28<sup>th</sup> meeting and agreed to meet on Tuesday, July 26<sup>th</sup> at 10am at the La Quinta Inn & Suites. Ms. Venetz will provide the new information to the City of Great Falls within the 48 hour allowance.**

July meetings	August meetings	September meetings
July 28 <sup>th</sup> – 10 am Holiday Inn Board of Director Changed to July 26 <sup>th</sup> 10 am La Quinta Inn and Suites.	August 18 – 1pm – Holiday Inn Request for funding presentations	September 15 – 1pm – Holiday Inn Request for funding presentations
	August 25 – 10am – Holiday Inn Board of Director Meeting	September 22nd – 10am – Holiday Inn Board of Director Meeting

Please note the GFALA reconvenes on Tuesday, September 27<sup>th</sup> at 11:30am. Location TBD  
The last Tuesday of the month.