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Great Falls Tourism Business Improvement District

Minutes; Board of Director Meeting

10am – June 23, 2011

Holiday Inn – 400 10th Avenue South, Great Falls, MT

June 23, 2011

Facilitator: Robert Dompier - Chair

Minutes: Karen Venetz – Administrative & Marketing Director

Board members present: Robert Dompier, Scott Shull, Malissa Hollan, Ryan Carroll, Sandi Thares, and David Buckingham

Board members absent: Pam Volk

Guests: None

Meeting called to order: 10:10am

Approval of minutes: Minutes of May 26, 2011 and June 16, 2011

Mr. Shull made a motion to accept the May 26, 2011 minutes with the changes discussed, the motion was seconded by Ms. Hollan. The motion was carried unanimously.

Mr. Shull made a motion to accept the June 16th, 2011 minutes as presented, Ms. Hollan seconded the motion. The motion was carried unanimously.

Approval of financial report: Finance report as of May 31, 2011

Ms. Thares made a motion to accept the financial report as presented, Mr. Buckingham seconded the motion. The motion was carried unanimously.

Public comment on agenda items: There was no public comment

Agenda topics:

Old Business:

A. Canadian media campaigns

- a. The TBID board reviewed marketing plans concentrating on the Canadian market from the DGFA, CVB and RC. The objective of the review was to grant dollars to supplement marketing opportunity with tourism partners to continue to maintain top of mind awareness in Canada.

- i. Downtown Great Falls Association (DGFA)

1. Ms. Thares made a motion to support the DGFA with a \$1000 grant to assist in purchasing 48 flags for Central Avenue. The flags will be in support of Canadian tourists. The grant may assist with the purchase of the flags and if possible assist in purchasing additional flags or larger flags if possible. Mr. Shull seconded the motion. The motion was carried by majority vote.
2. Ms. Venetz will contact the DGFA with the information.

- ii. Convention and Visitor's Bureau (CVB) and Russell County (RC)

1. The CVB is running a radio and social media campaign in Lethbridge and Alberta. RC is running a print campaign in Calgary, Lethbridge and Saskatchewan.
 - a. Ms. Thares made a motion to support the CVB and RC with a \$5000 grant each to be used to market to the Canadian tourists. The dollars must be used in the months of August – November 2011. The motion was seconded by Ms. Hollan. The motion carried unanimously.
- iii. Convention and Visitor's Bureau (CVB) and Russell County (RC)
 1. The CVB has voted to accept an annual agreement with Trip Advisor through Wendt Advertising. The agreement is a joint venture with the CVB and RC. RC is awaiting a vote on the joint agreement at the next board meeting to be held on July 14th. The joint venture will be paid for by both parties, but will need funds for photos and video to be placed on the site.
 - a. Ms. Thares motioned to support funding for photos and video for Trip Advisor for a maximum of \$2000. The TBID would have a share in ownership of the photos and video and be included in the content selection. The motion was seconded by Ms. Hollan. The vote was carried by unanimous decision.
- B. Tourism partner retreat
 - a. September 22, 2011, 1pm to 4pm is the date set for the retreat
 - b. Ms. Venetz will contact Mr. Mark Willmarth as suggested moderator
 - c. Ms. Venetz will contact the GF Area Chamber of Commerce to request the use of their conference room and budget for refreshments. Since the retreat will take place after lunch, only coffee, water and pop are suggested refreshments.
 - d. Ms. Venetz will report on her progress at the next meeting
- C. Insurance
 - a. Ms. Venetz gave each board member a copy of the General Liability Insurance from Northwest Liberty Insurance through Payne Financial. A copy was also included in the two copies of the work plan and budget submitted to Judy Burg with the City of Great Falls. A check was issued to Liberty Northwest in the amount of \$250 for one year of coverage.
 - b. Ms. Venetz shared a copy of Directors and Officers Insurance from Cochrane & Co through Payne Financial. The annual coverage is estimated at \$669.06. Ms. Thares suggested requesting the company to review and possibly find a less expensive policy with good coverage. Ms. Venetz will contact Keith Schneider with that request.

New Business:

- D. Stakeholders gathering
 - a. The Stakeholders meeting would be an opportunity to hear from the TBID members. The members could attend or send a representative with their suggestions, etc.
 - b. Ms. Venetz will contact the TBID member properties and request the managers forward the request to the owners for input. Are they interested in meeting and if so when. Or would they rather send in suggestions or send a representative a formal meeting.
- E. Events Calendar
 - a. Ms. Venetz showed the board the new KRTV event calendar and suggested that the format may be what can be used for a tourism calendar.

- b. Ms. Hollan reminded Ms. Venetz and the board that the original idea of the calendar was not for the actual tourists but for the lodging and convention properties to know what is scheduled to be in town. Thus assisting with management of events and conventions.
- F. Report from the Administrative & Marketing Director
 - a. Great Falls Development Authority – branding
 - i. Ms. Venetz reported that she continues to work on the project and is currently requesting information from the lodging properties regarding where their visitors came from and why.
 - b. Audit – FY-10
 - i. Ms. Venetz received an email from the State, stating that the TBID was in complete compliance. This information is filed with the FY-10 audit.
 - c. Great Falls Area Lodging Association
 - i. Ms. Venetz is the new Secretary/Treasurer for the GFALA. She will arrange to receive all information from Denise Burk.
 - ii. Ms. Thares requested Ms. Venetz to look into D & O insurance for the GFALA
 - iii. GFALA will wait to send out the annual billing, to give time for review, in case an increase is necessary.
 - d. Super Host training session
 - i. Ms. Venetz reported the June 9th session went well with 35 in attendance. The TBID received great press in the June 4th Tribune. Ms. Venetz will be in contact with Becky Henne the trainer and set up for next year well in advance.
 - e. State Cup Soccer Tournament
 - i. Ms. Venetz passed around a copy of the program with the TBID ad. A photo of the banner will be sent to Karen from Stephanie Cummings. The tournament was a success with the hotels receiving visitors from Thursday – Saturday.
 - f. Newsletter
 - i. Ms. Venetz will solicit for estimates and direction on a newsletter to be sent to the TBID stakeholders and property managers and report at the next meeting.
 - g. Website
 - i. The website is 99% complete. Ms. Thares suggested giving Shortgrass Web Development a deadline of July 15th as the absolute end.
- G. Open Discussion
 - a. Mr. Carroll discussed one of the major missions of the TBID is to bring in events and conventions and would like to see increased effort in this area. He would like to see Ms. Venetz work on this in addition to her efforts on the CVB C & E committee. Ms. Thares recommended that Ms. Venetz bring 3 to 5 leads of C & E's that would bring in 500+ attendees. Ms. Venetz agreed and will add this to the agenda for all Board meetings. This was general discussion and was not listed on the original agenda. A recommendation was made, no formal action taken.
- H. Checks to be issued:
 - a. Liberty Northwest Insurance
 - b. GFPS – Softball tournament
 - c. Quarter Horse and Paint Horse Circuit
 - d. Heritage Inn

Meeting adjourned: 12:05pm

Next meetings:

July meetings	August meetings	September meetings
July 21 st – 1pm – Holiday Inn Request for funding presentations	August 18 – 1pm – Holiday Inn Request for funding presentations	September 15 – 1pm – Holiday Inn Request for funding presentations
July 28 – 10am – Holiday Inn Board of Director Meeting	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 27th at 11:30am. Location TBD
The last Tuesday of the month.