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**Great Falls Tourism Business Improvement District**

**Agenda; Request for Funding Presentations**

**1pm – May 19, 2011**

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

**O'Haire Motor Inn – 17 7<sup>th</sup> St. South, Great Falls, MT**

Chair	Sec./Treasurer	Date
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May 19, 2011

Facilitator: David Buckingham – acting Chair

Minutes: Karen Venetz – Administrative & Marketing Director

Board members present: Sandra Thares, David Buckingham, Scott Shull, Ryan Carroll and Malissa Hollan

Board members absent: Robert Dompier and Pam Volk

Guests: Mr. Tom Robitaille

Meeting called to order: 1:04pm

Approval of minutes: Minutes are reviewed at the Board of Directors meeting held on the fourth Thursday of each month.

Approval of financial report: The finance report is reviewed at the Board of Directors meeting held on the fourth Thursday of each month.

Public comment on agenda items

Agenda topics:

- A. Welcome new Board of Director
  - a. David Buckingham, acting Chair welcomed Scott Shull as the newest Board of Director
- B. Request for funding presentations
  - a. Mr. Robitaille presented his request for funds for the Treasure State Quarter Horse and Paint Horse Circuit to be held in Great Falls, August 18 – 21, 2011 at the MT. Expo Park. The requested funds will be used to expand the cash awards. The cash awards will incentivize the equestrians to continue to attend shows in Great Falls. Mr. Robitaille is working to expand the show in the future and feels the expansion of cash awards will assist. Mr. Robitaille referred to the recent study of the Expo Park and the reference to needed expansion to the horse facilities. He feels that this is a step in the right direction. Great Falls is a good location for the NW region and Canada.
  - b. The TBID board was concerned about the number of people that will attend and stay in the trailers to tend the horses instead of staying in GF lodging facilities.
  - c. Mr. Robitaille said that some people will stay with the horses and thought the ratios was 40% with horses and 60% in motels.
  - d. Mr. Shull made a motion in support of the event to be held August 18-21, 2011 at the MT. Expo Park and proposed the TBID fund \$600.00 to the event. Ms. Hollan seconded the motion. The motion was carried with unanimous approval.
  - e. Ms. Venetz will send a letter to Mr. Robitaille and arrange for the TBID banners to be displayed and the TBID logo to be displayed on websites and print material.
- C. Investment opportunity
  - a. Ms. Venetz reported that MWB agreed to pay 1.25% interest on the investment of \$10,000 into a 2-year term CD
  - b. Since Mr. Dompier was not present, the paper work will be completed and signed at the next BOD meeting.
- D. Insurance
  - a. Ms. Venetz reported that she has been working with Western Insurance and Payne Financial for quotes on General Liability Insurance for the TBID board. Ms. Venetz is still waiting for a quote from Payne Financial and will report on both at the next BOD meeting.

E. City of Great Falls

- a. Submit budget and work plan to Judy Burg on June 27<sup>th</sup>, 2011. Present to the City Commissioners during work session on July 19, 2011 between 5:45 and 6:45pm. The TBID will have 20 minutes for presentation/questions/answers.
  - i. May 16, 2011
  - ii. Per a telephone conversation with City Attorney, Jim Santoro on May 16, 2011.
  - iii. Public comments:
  - iv. If the "public" attends a TBID meeting they do not have to follow the content on the agenda. They are allowed to discuss anything that is in regards to the TBID. The public has a five minute maximum time limit. The board only needs to listen, make notes in the minutes, and do not have to comment.
  - v. Conflict of Interest:
  - vi. If a board member should see a conflict of interest, he/she should recuse themselves, but also leave the room during the discussion and the vote. The minutes should reflect this. The public may remain.
  - vii. Boards right to privacy:
  - viii. If the Board feels that the public's right to information does not out-weigh the boards right to privacy on certain matters, the Board can move to an "Executive Session." The board moves to discuss the matter in another room and leaves the public in the same room. When the board reconvenes - a simple summary of the discussion may be shared with the public without divulging information. A full description is not shared in the minutes.
  - ix. Any one presenting should be notified that the minutes will reflect their request for funds. If they feel their request is not for public information, they should alert the Board of Directors.
  - x. Request for funds presentations may be kept separate during meetings
  - xi. By-laws:
  - xii. Lisa Kuntz, City Clerk will notify Karen Venetz of the by-law amendment procedure. Lisa Kuntz notified Karen Venetz on May 18, 2011 via email with the following statement: As an independent board created to administer the District, a change to your by-laws does not require Commission action. Please forward a courtesy copy of the amended by-laws through for my file.
  - xiii. Amend by-laws to pay for TBID meeting room rental
  - xiv. Work plan vs. marketing plan?
  - xv. The Board is following all other procedures correctly.

F. Upcoming tourism meetings

- a. TAC – June 6-8, 2011 in Whitefish at Grouse Mountain Lodge
  - i. Reservations made for June 6 & 7 @ \$87/ night plus taxes
- b. TBID statewide meeting/MLHA statewide meeting at Fairmont Hot Springs
  - i. October 24-26, 2011
  - ii. Karen will make reservations at Fairmont Hot Springs for the 24<sup>th</sup> & 25<sup>th</sup>

G. Promotional opportunities

- a. Ms. Thares is designing a B/W ad for placement in the State Soccer program. The ad is due May 27<sup>th</sup>.
- b. Mr. Senior Olympics is seeking promotional material to include in their welcome packet.
  - i. The TBID will insert their rack card
- c. Tourism Rally
  - i. The TBID assisted with planning and implementation of the rally. Ms. Venetz gave a 3 – 4 minute talk regarding the TBID. The rally was in recognition of National Tourism Week and was attended by about 30 tourism related partners.
  - ii. Leadership GF
    1. Ms. Venetz gave a 6 minute talk regarding the TBID and the economic impact tourism has on the region at the Lewis & Clark Interpretative Center.

H. Building bridges

- a. Ms. Venetz furnished a copy of the article that was featured in the Kalispell Daily Interlake regarding ensuring the trend of seeking the Canadian tourist.
  - i. Ms. Thares recommended Ms. Venetz contact our tourism partners and request their input and current marketing plans in Canada to see if the TBID might be able to augment their plans.

I. GFDA

- a. Ms. Venetz reported that she is representing the TBID on the branding identity committee.

J. Checks issued

- a. Ms. Venetz requested signatures on one check.

Meeting adjourned: 2:33pm.

**Next meetings:**

**May 26<sup>th</sup>, 10am at the Holiday Inn  
Board of Director meeting**

**June 16<sup>th</sup>, 1pm – Holiday Inn  
Presentations**

**June 23rd, 10am at the Holiday Inn  
Board of Director meeting**

**July 21st, 1pm – Holiday Inn  
Presentations**

**July 28<sup>th</sup>, 10am at the Holiday Inn  
Board of Director meeting**