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Great Falls Tourism Business Improvement District
Agenda; Board of Director Meeting
10am, March 23rd, 2011
Holiday Inn – 400 10th Avenue South, Great Falls, MT

Chair:	Sec/Treasurer	Date
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March 23, 2011

Facilitator: Robert Dompier - Chair

Minutes: Karen Venetz – Administrative & Marketing Director

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

Board members absent: all members were present

Guests: None

Meeting called to order: The meeting was called to order at 11:48am

Approval of minutes: Ms. Volk made a motion to accept the minutes with changes. Ms. Thares seconded the motion. The motion was unanimously carried.

Approval of financial report: Mr. Buckingham made a motion to accept the financial report as reported. Ms. Hollan seconded the motion. The motion was unanimously carried.

Public comment on agenda items: There were no public comments.

Old Business:

- A. GFAA -Low cost air carrier update
 - a. Frontier has postponed discussions with GF until the 2012 schedule. Frontier announced three new summer markets Sioux Falls, Provo and Knoxville.
 - b. The dollars TBID set aside for this will be placed back in the general budget and Ms. Venetz will send a letter to the GFAA and the GF Chamber of Commerce to that effect.
- B. GF/LA Allegiant direct flight update
 - a. The GFAA contacted Allegiant and asked for some type of decision either way. They have not had a response. The GFAA understands the grant dollars set aside by the TBID can't be held on much longer. The TBID board has said they would hold the money until April.
- C. HBO miniseries update
 - a. Per Anna Marie Moe; Please continue to hold the funds. The state is still awaiting official notice that the series will be filmed in Montana. The state is hearing from other sources that workers are starting to be lined up for this summer, so they are hopeful they will be getting good news soon.
 - b. The TBID board will hold the money for the series.
- D. Goals and objectives for TBID

- a. Ms. Thares is compiling the information she has received from the TBID board members.
- E. Phoenix sportsman tradeshow update
 - a. Great show.
 - b. Attendance at about 22,000.
 - c. Appeared to be a lot of interest in Montana.
 - d. Many did not know about the direct Allegiant flight.
- F. Reports on TBID funded events;
 - a. Northern Montana Wrestling Club
 - i. PR in the Tribune and KFBB with interview with Bob Dompier.
 - b. Western Masters Art Show & Sale
 - i. Booth with banners, GF collateral at the Heritage Inn conference center.
 - ii. Name and logo mention on their collateral material.
 - iii. Name and logo mention on the overhead screens in the conference area.
 - c. Wild Bunch Art Show
 - i. Name and logo mention in Lifestyles and Destination GF magazines, radio and TV. Special sign recognition as sponsor of the opening gala.
 - d. MT Pro Rodeo Circuit Finals
 - i. Program listing, 11x17 poster with logo, 16x24 poster with logo, display ads in Billing, Helena, Butte, Missoula and the Tribune, Traders Dispatch, Cowboy Digest, Prairie Star and Western Reporter
- G. Website update
 - a. Ms. Venetz will continue to work with Shortgrass Web Development, and continue to add the content towards completion of the site.
- H. Governor's Conference on Tourism/TBID meeting reminder
 - a. A special TBID meeting will be held on Sunday, March 27th from 4 – 6pm. Red Lion in the Lewis Room.
 - b. Ms. Venetz, Ms. Thares and Ms. Volk to attend.

New Business:

- I. Requests for funding
 - a. Divisional C Basketball tournaments; Request for \$6000 in funding. Need decision by March 22nd, information received on March 20th.
 - b. Ms. Bracco was notified that the request could not be reviewed in the deadline she needed to complete, due to 48 hour public notice.
 - c. Great Falls Development Authority
 - i. Requested funds of \$1500 for branding. Ms. Thares made a motion to fund \$1000. Mr. Buckingham seconded the motion. The motion was unanimously carried.
 - ii. The board recommended the GFDA contact the CVB and request the additional \$500
 - d. Peoples Park and Recreation Foundation of Great Falls request for \$7500.
 - i. Ms. Hollan made a motion to support the event for the amount of \$1000. Motion died for lack of a second motion.
- J. New TBID board member
 - a. On February 28, 2011, Deryk Copperwheat resigned from the TBID Board of Director's.
 - i. Per the TBID bylaws the resignation was accepted upon arrival. A letter regarding an open position on the TBID board will be sent to all property owners and general

managers with an application attached. The TBID Board of Directors will make their recommendation to the City of Great Falls.

- K. City of Great Falls training session regarding public participation, open meeting laws, parliamentary procedures and ethics
 - a. Mr. Dompier attended this session representing the TBID. Ms. Venetz picked up the training session packets from the City for the other Board members and passed them out at the Board meeting.
- L. Montana Legislative current news
 - a. HB316 – please send letters to your representatives.
- M. May 2011 City Commission meeting
 - a. The TBID is working on the next fiscal budget in preparation of the Commission meeting.
- N. CD and money market opportunities
 - a. Ms. Venetz was unable to gather the information due to time constraints. She will have this information at the April 28th, 2011 Board of Director meeting.
- O. Tribune Canadian Campaign
 - a. The Tribune contacted Mr. Venetz regarding placement in the Canadian shopper's campaign.
 - i. The GF CVB is placing ads and the Board thought that was sufficient.
- P. 2011 Montana State Annual Report Fee
 - a. The TBID received a form from the State to file the annual report fee. Ms. Venetz will implement this.
- Q. Thank you from MT Senior Olympics
 - a. Ms. Venetz passed around copies of the Thank you.
- R. Meeting reports for;
 - a. Russell Country
 - i. Ms. Venetz was not available to attend the meeting and does not have a current report.
 - b. Convention and Visitors Bureau
 - i. Ms. Venetz reported the CVB will be participating in the MTOT campaign and a Canadian radio and Facebook campaign through Wendt Integrated. A Canadian print campaign through the Tribune.
 - c. Lodging Association:
 - i. Next meeting is April 26th at the Grand Union in Ft. Benton. Last meeting will be held at the O'Haire Manor on May 24th, this will be an afternoon meeting.
 - ii. Robert Dompier, Pam Volk and Sandi Thares are recruiting Lodging Association members to apply/run for President, Vice-president and Secretary/Treasurer.
 - d. Downtown Action Alliance :
 - i. Ms. Venetz missed this meeting today due to conflict with TBID meeting
- S. TBID Annual budget discussion
 - a. The TBID will begin working on next fiscal year's budget
- T. June 10-12, 2011 State Soccer tournament lodging
 - a. Ms. Venetz will contact Tony Malisani to work towards non-duplication in lodging reservations.
- U. TBID taxes
 - a. Ms. Venetz reported that TBID taxes need to be filed by May 15th, 2011.
- V. Checks to be issued
 - a. Rivers 'Edge Printing - Tradeshow rack cards
 - b. JCCS – 4th Quarter 2010 reporting & prepare 1099's
 - c. 2011 Annual Report filing fee

d. Karen Venetz – reimbursement for Phoenix trade show expenses

Meeting adjourned: 1:38pm

Next meetings:

- April 21st, 1pm at the Holiday Inn
- April 28th, 10am at the Holiday Inn