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**Great Falls Tourism Business Improvement District
Board of Director Meeting Agenda
1pm, Thursday, February 17, 2011
Holiday Inn - 400 10th Avenue South, Great Falls, MT**

Approved minutes:

Chair

Secretary/Treasurer

Date

Facilitator: Robert Dompier - Chair

Minutes: Karen Venetz - Administrative & Marketing Director

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

Board members absent: Malissa Hollan

Guests: None

Meeting called to order: 1:14pm

Approval of minutes: Ms. Volk moved to accept the minutes dated January 27th with changes applied.

The motion was seconded by Mr. Carroll. The motion was unanimously carried.

Approval of financial report: Mr. Copperwheat made a motion to accept the February 17th, finance report as is. The motion was seconded by Ms. Thares. The motion was unanimously carried.

Old Business:

- A. Meeting with 4-Seasons Sports Foundation
 - a. Discussion regarding meeting held at the Golden Corral
 - i. Issues of funding and bidding events at zero were discussed. The GFPS is now aware that when an event is bid at zero it is for the basic items of sports events only, and does not include hospitality etc.
- B. Goals & Objectives for TBID Administrator/Marketing Director
 - i. Ms. Thares extended the time until March 1st for input from board members
 - 1. Ms. Venetz reported that at this point she is working with Gayle Fisher and Carol Lindseth on a list of service groups from the North West region that she can solicit too.
 - 2. She is also working on compiling opportunities for workshops for small market tourism.
 - 3. Ms. Venetz is researching "The Destination Marketing Accreditation Program"
- C. Air service initiative status
 - a. As of Tuesday the amount collected is \$396,500
 - i. The board requested that Ms. Venetz contact the Chamber and request a list of donors and the sponsorship amount. The board felt they may have other potential donors that they could solicit too.
- D. Allegiant Airlines/LA

- a. Report from Lara Tait on Tuesday was still no word
- b. The TBID said the money would stay set aside until March/April 2011. If that date passes without a commitment from Allegiant the TBID board will make a recommendation on the set aside.
- E. Wrestling mats
 - a. The application of the logo onto the mats is in the works.
 - i. Ms. Venetz will compose a press release regarding the grant for the wrestling mats and circulate at the appropriate time.

New Business:

- A. Request for funding via email
 - a. American Institute of Architects
 - i. Per By-law section 3.6 - email vote.
 - 1. Six votes denying request for funding via email vote.
 - 2. Pam Volk abstaining
 - 3. Letter sent
 - b. State 4x4 Association
 - i. Per By-law section 3.6 - email vote.
 - 1. Seven votes denying request for funding via email vote.
 - c. CMR Wrestling
 - i. Per By-law section 3.6 - email vote.
 - 1. Seven votes via email vote to fund the CMR Wrestling Match, Feb 11 & 12, 2011 in the amount of \$2000.00.
 - 2. Banners were taken to Gary DeGooyer for TBID representation
- B. New request for funding requests
 - a. Chargers Baseball
 - i. Mr. Dompier made a motion to deny funding. Mr. Carroll seconded the motion. The motion was unanimously carried.
 - b. People's Park & Recreation Board
 - i. The board requests Ms. Venetz find out the specific marketing information the event is planning. The additional information due March 14th, in preparation for the March 24th BOD meeting. The board will re-review the request at that time.
- C. City of Great Falls
 - a. Training session for open meeting laws
 - b. Wednesday, February 23, 2011, 5:30 to 7pm
 - c. Commission Chambers of the Civic Center
 - d. RSVP - Joyce Thares 455-8450 or jthares@greatfallsmt.net
 - i. Ms. Venetz will be attending the Phoenix tradeshow
 - 1. Mr. Dompier, Mr. Copperwheat and Mr. Buckingham will attend the training session. Ms. Venetz will RSVP to Ms. Joyce Thares
 - 2. Ms. Venetz will send out a reminder to the attending board members and remind them to prepare a list of questions.
- D. TBID meeting in Helena, Sunday, March 27th, 4pm-6pm in the Lewis & Clark room of the Red Lion Inn
 - a. Ms. Volk, Ms. Thares, Mr. Dompier and Ms. Venetz will attend the meeting.
 - b. Ms. Venetz will arrange to stay the evening at a MHLA approved lodging facility
- E. Phoenix Sportsman Show - Feb. 24 - 27, travel on the 23rd and 28th.
 - a. Ms. Venetz shared samples of the rack card she will use to market Great Falls at the trade show.
- F. TBID booth at WMAS&S at the Heritage Inn, March 17 - 20th.

Comment [MSOffice1]:

- a. Ms. Venetz reported she is prepared with many GF collateral pieces for use during this opportunity. She is working on contacting Morgan Cawdrey to select booth location.
- G. Mesa CVB
 - a. Ms. Venetz is working on a rack card reciprocal with the Mesa CVB. We feature theirs and they feature ours.
 - b. Ms. Venetz is visiting with the Mesa CVB regarding information on the workshops they attend
- H. Checking and money market opportunities
 - a. Ms. Venetz reported on checking and money market opportunities from five financial institutions. Those findings are attached to this report.
 - i. Ms. Thares motioned for the TBID to invest \$10,000 in a CD for a two year term and invest \$50,000 in a money market account. The motion was seconded by Ms. Volk. The motion was unanimously carried.
 - ii. Ms. Venetz will research the best terms for investment
- I. MT Expo Park feasibility study
 - a. The TBID board will wait for the formal report and then discuss
- J. Summary of TAC meeting
 - a. Usage of social media and mobile technology - applications
 - i. Travelers are heavy users of online resources in their travel planning
 - ii. Social media usage among the U.S. population is continuing to grow. Existing research indicates that travelers have a high tendency to be social media users
 - iii. Mobile device and mobile applications usage among the U.S. population is also continuing to grow. Based on the behaviors and travel trends it is expected that travelers will also embrace mobile devices and applications
 - 1. TBID should consider this in fiscal 12 budget
 - b. MTOT tourism economic measurements
 - i. 2010 nonresident visitation up 4%
 - ii. Montana air travel up 2%
 - iii. Glacier Park up 8.9%; Yellowstone up 8.3%
 - iv. Rooms sold in Montana up 5.6%
 - v. Skier visits up 2.3%
 - c. Tourists appreciate
 - i. Clean waterways and air
 - ii. Wildlife viewing opportunities
 - iii. Amount of open space
 - iv. Unimpaired night skies
 - v. Amount of access to public lands and water ways
 - vi. Pedestrian-friendly atmosphere
 - vii. Main streets
 - viii. with local culture/heritage reflected
 - ix. Walking and biking paths
 - d. Tourism economic contribution to MT
 - i. 2.3 billion contribution to the state
 - ii. Over 25,000 jobs
 - iii. Over \$661 million in personal income
 - iv. \$153 million in state/local taxes
 - v. It is one of the top contributors of basic industry labor income to this state
 - e. Summer lodging revenue
 - i. July 1 - September 30, 2010 - Great Falls +9% overall collections

- K. CVB report - see separate information
 - a. Working with Gayle Fisher and Carol Lindseth on a list of service industries that TBID can solicit too.
 - b. Mesa/Phoenix media plan for \$17,000 to explore the market. Researching to see if now is the best time to hit the market or when it is warmer May - August?
 - c. Canadian campaign \$10,000
 - i. April 25 - June 19, Adults 25-54, Alberta: Lethbridge, Medicine Hat
 - d. MTOT -Get Lost in Montana ad campaign
 - i. The CVB has allocated \$20,000 towards this campaign
- L. Funding grants - line item stipulation
 - a. In the future Ms. Venetz will request the board specify the line item the funding will come out of
- M. Website update
 - a. The plan is to have the following pages up by 2/24.
 - i. Stay with us
 - 1. Lodging, meeting/conventions, helpful general information
 - 2. Events Calendar
 - 3. Attractions
 - a. Museums
 - b. Tours
 - c. Parks
 - d. Golf courses
 - e. Trails & walking paths
 - f. Spectator sports
 - g. Winter recreation
 - h. Summer recreation
 - i. Recreational activities
 - 4. Sports
 - a. The remainder of the site will be up in March
 - i. Dining/shopping
 - ii. Who we are (the TBID)
 - iii. Links
 - iv. Funding requests
- N. Checks requiring signature
 - a. Kelly's signs - quantity 2 - 2' x 6' banners
 - b. GF Tribune for publication of the audit report
 - c. Karen Venetz - reimbursement for TAC expenditures
- O. Ms. Venetz reminded the board she would be on vacation March 3 - 13th

Meeting adjourned: 3:10pm

Next meeting: March 24th, 10am at the Holiday Inn

Respectfully submitted,

Karen S. Venetz
Administrative & Marketing Director
GF Tourism BID

