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**Great Falls Tourism Business Improvement District  
Board of Director Meeting Minutes  
Thursday, January 27, 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:** Robert Dompier, David Buckingham, Sandra Johnson-Thares, Pam Volk, Deryk Copperwheat, Ryan Carroll, Malissa Hollan

**Board members absent:** All board members were present

**Guests:** Mark Capps, Hamilton-Misfledt, Auditor

**Meeting called to order:** 10:05am

**Approval of minutes:**

**Minutes of December 16, 2010:** Ms. Thares made a motion to accept the minutes of December 16, 201 as presented. The motion was seconded by Ms. Hollan. The motion was unanimously carried.

**Minutes of January 20, 2011:** Mr Copperwheat made a motion to accept the minutes of January 20, 2011 as presented. The motion was seconded by Mr. Buckingham. The motion was unanimously carried.

**Approval of financial report:** Mr. Carroll motioned to accept the financials as presented on January 27<sup>th</sup>. (The financials presented included detailed reports from December 18, 2008 through balance sheet of January 26, 2011) The motion was seconded by Mr. Copperwheat. The motion was unanimously carried.

- During this report Ms. Thares moved to have Ms. Venetz look for financial institutions to invest up to \$50,000 in a money market account(s). Ms. Volk seconded the motion. The motion was unanimously carried. Ms. Venetz will report her findings at the next BOD meeting.

**A. FY 2009-2010 Audit report - Mark Capps, Hamilton & Misfledt**

Mr. Capps reported on the FY 2009-2010 Finances. (Fiscal year ending June 30, 2010) The TBID board members received a bond copy of the audit. One copy has been placed in the safe at 939 2<sup>nd</sup> St. SW. The audit is prepared to make sure the City of Great Falls is in compliance. The audited financials are reported to the City and rolled into their financials. Hamilton & Midfeldt has completed all steps to meet audit compliance. The audit reported that some records were incomplete. The financials were not run on an accrual basis but a cash basis. He instructed the TBID to make sure of consistency. Next year the audit should include a management & analysis report. The report explains to any reader what the TBID does.

**B. Old Business**

**a. Gary DeGooyer - GFPS Athletic Department**

- i. Ms. Venetz will contact Mr. DeGooyer and request his presence at the 4-Seasons Sports Foundation January 31, noon meeting held at the Golden Corral. Ms. Venetz will invite Mr. DeGooyer to the next TBID BOD meeting, once the date has been decided upon. Discussion will include how funding requests will be handled

**b. CVB observation**

- i. A few hotels have commented; that it appears that some hotels have an unfair advantage on booking events/rooms because of their partnership with the CVB. They feel those opportunities should be brought forward before all the hotels that are members of the CVB.
  - 1. The TBID board felt that this is part of the CVB and not the TBID. All CVB members receive the minutes can and aware of what is in the works and can choose to be involved.

- c. Allegiant Air
  - i. Lara Tail of the GFAA said that as far as she knew Allegiant Air is still planning on a direct flight to LA in March or April 2011.
- d. Goals/objectives for Administrative & Marketing Director
  - i. Ms. Thares requested the board send her 10 to 20 TBID directional goals by Friday, February 4, 2011. The goals will be reviewed and used to move forward with the TBID's direction and the marketing plan.
- e. CVB print committee
  - i. Ms. Venetz attends the CVB print committee meetings on a regular basis and is working with the committee to provide a well-rounded collateral piece.

### C. New Business

- a. MWB has supplied the snacks
- b. Request for funding
  - i. GF Development Authority - \$15,000 request/ branding campaign - presented Dec. 2, 2010
    - 1. Mr. Copperwheat made a motion to not support the request for funding. Mr. Buckingham seconded the motion. The motion was carried unanimously. Ms. Venetz will send a letter regarding the board's action.
  - ii. Mountain View Sports Complex - presented to the TBID board on 1-20-11
    - 1. Ms. Thares made a motion to wait to decide on funding of the sports complex until the feasibility study for the MT. Expo is complete in 60 days. Mr. Carroll seconded the motion. The motion was unanimously carried. Ms. Venetz will send a letter regarding the board's action.
  - iii. Montana Senior Olympics- presented to the TBID board on 1-20-11
    - 1. Ms. Thares moved to support the event in the amount of \$250. Mr. Carroll seconded the motion. The motion was unanimously carried. Ms. Venetz will send a letter regarding the board's action.
  - iv. Wendt Integrated media plan- presented to the TBID board on 1-20-11
    - 1. Mr. Carroll motioned to table the media plan request. Ms. Hollan seconded the motion. The motion was unanimously carried. Ms. Venetz will send a letter regarding the board's action.
- c. Website update
  - i. Ms. Venetz reported that the site is moving forward. She also reported that the photographers will receive photo credits on the site in the corner of the photo. Photographers are not receiving payment for photographs.
  - ii. Ms. Venetz requested that the TBID board agree to a maintenance agreement with Shortgrass Web Development. The agreement is for 10 hours, billable in ¼ hour increments at a cost of \$600. This is \$150 savings off of regular rates. Three to five hours will be used by SWD to upload all of the content Ms. Venetz is collecting.
    - 1. Ms. Thares moved to accept the maintenance agreement in the amount of 10-hours for \$600. Mr. Carroll seconded the motion. The motion was unanimously carried.
- d. Sponsor levels for Western Masters Art Show and Sale and Wild Bunch Art Show
  - i. Booth space at Heritage Inn?
    - 1. Karen will contact the WMAS&S and request a booth
- e. Banners
  - i. The board directed Ms. Venetz to purchase two banners at Kelly signs. One horizontal and one vertical
  - ii. The board directed Ms. Venetz to request an estimate from Allegra Print & Imaging for a rotating banner.
- f. Montana Lodging & Hospitality Association Membership Application
  - i. Mr. Buckingham made a motion to join the membership of the ML&HA in the amount of \$150 through June 2012. Mr. Copperwheat seconded the motion. The motion was unanimously carried.
- g. Lodging for:
  - i. TAC - February 7, 8 & 9 - Helena. (Event held at Holiday Inn)
  - ii. Governor's Conference - Helena. (Event held at Red Lion)

1. Ms. Venetz will secure lodging for both events at the host hotel.
- h. Tradeshow unanimous vote via email per Bylaws section 3.6
- i. Legislation - Sandra Thares
  - i. HB 131 - pulled by the author
  - ii. HB-317 - watch closely.
- j. Protocol for reviewing RFF/ rejecting RFF
  - i. To be discussed at next meeting
- k. Downtown Great Falls Association calendar of events
  - i. Ms. Venetz handed out the 2011 calendar of events
- l. Montana Open Meeting Law handout
  - i. Ms. Venetz handed out the current open meeting law requirements received from Joyce Thares, City of Great Falls
- m. Report from the TBID chair
  - i. No report
- n. Report from the Administrative and Marketing Director
  - i. Ms. Venetz handed out her monthly report
- o. Signature required for tax form 1096
  - i. Ms. Thares signed the state and federal forms required of the TBID.
- p. Checks to be issued:
  - i. Shortgrass Web Development - for a total of \$1338. Domain, maintenance, hosting and balance due.
  - ii. Montana Lodging & Hospitality Association if membership approved - \$150

Meeting adjourned: 12:35pm

Next Board of Director meeting will be held on: Ms. Venetz will send out an email with the next meeting date. The City of Great Falls and the Tribune will be notified.