



P. O. Box 648 Great Falls, MT 59403 406-868-5610 [kvenetz@bresnan.net](mailto:kvenetz@bresnan.net)

Great Falls Tourism Business Improvement District  
Presentation Meeting Minutes

Noon - Thursday, January 20, 2011  
Holiday Inn - 400 10<sup>th</sup> Avenue South, Great Falls, MT

Minutes Approved:

\_\_\_\_\_  
President

\_\_\_\_\_  
Secretary/Treasurer

\_\_\_\_\_  
Date

**Facilitator:** Robert Dompier - Chair

**Minutes:** Karen Venetz - Administrative & Marketing Director

**Board members present:** Robert Dompier, David Buckingham, Malissa Hollan, Deryk Copperwheat, Pam Volk, Ryan Carroll and Sandra Johnson-Thares

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

**Guests:**

John Faulkner; Director - GFAA, Steve Malicott; President - Chamber of Commerce, Scott Shull; Days Inn  
Matt Molen; Director of Development - Mountain View Sports Complex  
Denise Burks; Holiday Inn, Patty Rearden; GF Parks and Recreation Dept., Rebecca Richards;  
Community Rec. Center, Lacy Gallagher; Benefis - Spirit of Women  
Johna Wilcox; Account Executive - Wendt, Pam Bennett; Media Planner - Wendt, Carol Lindseth;  
President - CVB

Meeting called to order: 12:05pm

Request for funding presentations

A. GFAA/John Faulkner/ Low cost airline initiative

- a. Mr. Faulkner presented the attached presentation to the TBID board of directors, with outline of presentation below:
  - i. The GFIAP dilemma is that it is ranked 12<sup>th</sup> highest in 81 airports located in the Northwest U.S. due to high rates
  - ii. Daily flights in Great Falls are extremely high priced, causing leakage into other Montana markets
  - iii. A solution is bringing in a low cost carrier to Great Falls
  - iv. Identifying a partner airline
    1. Frontier Airlines is most compatible with Great Falls
  - v. Why partner now?
    1. In August, Frontier air purchased by Republic Airline. Opening up opportunity for 40+ regional jets.
    2. Back-up plan, Southwest Air

3. The opportunity for two practical service proposals for low-cost service at a small airport is unheard of and dictates the community make an effort to fund the opportunity
4. Frontier needs a financial guarantee of \$500,000 combined with marketing pool of \$100,000 to commit to Great Falls
- vi. The GFAA will provide \$100,000 for marketing. The GFAA is prohibited from hosting direct incentives, thus the Chamber of Commerce partnership as a community program lead.
- vii. The Chamber is soliciting \$500,000 in air-pledges from local businesses and citizens. The funds to be placed in an interest bearing escrow account and administered by the Chamber of Commerce
- b. TBID board discussion
  - i. The board felt that this is the type of funding that the TBID members are looking to support. The lodging properties would be significantly impacted with an additional airline, especially if the cost of flights was reduced as expressed in the presentation.
  - ii. The board felt that the addition of the airline would be good for business i.e. DAD, Benefis, and many others.
  - iii. Sandra Johnson-Thares made a motion to support the Great Falls Community Air Service Initiative in the amount of \$100,000. The \$100,000 would be paid in two \$50,000 increments. The first payment would be paid in April 2011 and the second \$50,000 would be paid in September of 2011.
  - iv. Malissa Hollan seconded the motion
  - v. Vote: Carried by unanimous decision
- B. Mr. Robert Dompier stepped out of the TBID board meeting at 12:55 pm and returned at 2:30pm
- C. Matt Molen / Mountain View Sports Complex
  - a. Mr. Mollen presented the attached presentation to the TBID board, with an outline of the presentation below:
    - i. The MVSC is designed to furnish children, teens, young adults, adults, seniors and special needs athletes a place for training, skills development and competitive sports events both summer and winter. Featuring a covered soccer/softball field and multiple wrestling rooms and basketball courts to serve Great Falls, Montana and the NW Region. The facility could also feature events and tradeshow. The facility is 86,000 sq. and could hold in excess of 6000 people depending on the event. The MVSC did not have a requested funding amount.
  - b. TBID board discussion
    - i. The board will review the information and discuss during the January, 27<sup>th</sup>, 2011, Board of Director meeting.
- D. Montana Senior Olympics
  - a. The MSO Board of Directors presented the attached information with outline to follow:
    - i. The MT Senior Olympics games will be held in Great Falls, MT June 9-11, 2011. All venues and commissioners are guaranteed. This year is a foundation building year, with hopes of increasing size and excitement for the qualifying year, which typically brings in increased participation. This year the group anticipates 300 athletes. The group has reserved venues, such as Alive @ 5 on Thursday evening to work to keep the athletes in Great Falls for at least one more nights lodging. The MSO is requesting funding of \$5000.00
  - b. TBID board discussion
    - i. The board will review the information and discuss during the January, 27<sup>th</sup>, 2011, Board of Director meeting.

- E. Wendt /Media presentation/Johna Wilcox, Pam Bennett & Carol Lindseth representing the CVB in anticipation of media planning questions.
  - a. Wendt Integrated presented the attached presentation to the TBID board, with an outline of the presentation below.
    - i. Karen Venetz; TBID Mktg. Dir. Requested the media presentation after attending a CVB meeting where a possible partnership in ad purchases surfaced.
    - ii. Ms. Wilcox introduced herself and Ms. Bennett. Pam went over the media plan and passed around a board with featured ads that could be used. In addition to the three ad placement opportunities, WI also described the "Get Lost" State of Montana media campaign that may be available in February. The media buy is directed towards the TBID alone and is separate from any CVB purchase from Wendt Integrated.
  - b. TBID board discussion
    - i. The board will review the information and discuss during the January, 27th, 2011, Board of Director meeting
- F. SB 131 - Primary Sponsor - Cliff Larsen, Allow business improvement districts to make an assessment on a percentage basis. This bill would also affect the tourism business improvement districts and was heard before the Senate Taxation Committee on January 19, 2010. At the request of the bill sponsor, this bill was not heard before the Senate Taxation Committee. The TBID board will follow the 2011 Legislation for other bills targeting the tourism and lodging industry.
- G. Phoenix Tradeshow, Feb.24 - 27, 2011. Attending with Gayle Fisher/Russell Country - Request to approve budget. See attached information.
  - i. Ms. Venetz presented the board with the initial costs of the trade show and the actual costs of attending the show. Ms. Venetz requested she be allowed to shadow Gayle Fisher, Ex. Director of Russell Country in travel, tradeshow attendance, and lodging. The total cost presented totaled \$2055.00
  - b. TBID board discussion
    - i. The board requested in the future that Ms. Venetz take more time in finding the best deals for travel and lodging and expressed how many rooms must be filled to pay the cost of attending the trade show. The board felt it is in Ms. Venetz's best interest that she attend with Gayle Fisher and learn the ropes of the trade show industry.
    - ii. David Buckingham made the motion for Ms. Venetz to travel on Delta and stay in the same lodging facility as Gayle Fisher, total of flight, lodging, per diem, ground transportation, miscellaneous expenses not to exceed \$2055.00
    - iii. Pam Volk seconded the motion
    - iv. Vote - Carried by unanimous decision
- H. Phoenix trade show rack card. See attached.
  - i. Ms. Venetz requested the board approve design and printing of a 4" x 9" rack card to be targeted to the Phoenix market. The front to show photos of Great Falls and the back to feature prominent opportunities in bullet points. Ms. Venetz shared three estimates for design and printing. Low estimate was to Rivers Edge Printing for a quantity of 5000 for \$498.00.
  - ii. Sandra Thares made a motion to have the rack card designed and printed by Rivers Edge not to exceed \$498.00

- iii. The motion was seconded by Ryan Carroll
  - iv. Vote - Carried by unanimous decision
  - I. Ms. Venetz asked the board if they would like her to seek out packages from the hotels to place on a flyer at the tradeshow. The board felt that a property might feel excluded and does not feel that would be an incorrect step for the TBID
  - J. Ms. Venetz reported she would be meeting with the Mesa, AZ CVB on Friday in Mesa, AZ
  - K. Ms. Venetz supplied the board with copies of the current balance sheet, set asides, profit and loss statement and list of checking account transactions from July 29, 2010.
  - L. Ms. Venetz requested the Robert Dompier and Sandra Johnson-Thares signatures on checks for:
    - a. Montana Pro Rodeo - \$10,000
    - b. Western Masters Art Show & Sale - \$2500
    - c. Wild Bunch Art Show - \$1250
    - d. 2011 Governors Conference registration- \$140
    - e. Karen Venetz - reimbursed for business cards and gift for Mesa CVB - \$105.95
      - i. \$36.00 for Mesa CVB gift
      - ii. \$69.95 print and design (one time charge) business cards
    - f. Russell Country - half of Phoenix tradeshow booth cost - \$650
  - M. Ms. Thares requested that the meetings be kept to one and a half hours
- Meeting adjourned: 2:35pm
- Next presentation meeting will be held on:
- Thursday, February 17<sup>th</sup> at 1pm at the Holiday Inn.**