



**Boards of Directors Meeting Minutes  
Great Falls Convention and Visitors Bureau & Great Falls  
Tourism Business Improvement District**

**Thursday, August 15, 2019 | 9:00 AM – 11:00 AM | Video Conference Center,  
100 1<sup>st</sup> Avenue N, Great Falls, Montana**

**CVB BOARD:** Brett Doney, Kaylene Kershner, Scott Lettre, Brian Thompson, Wendy Lee, Peggy O'Hare-Becker, Wayne Thares, John Faulkner, Gayle Fisher, Kerry McInernery, Kelly Pierce, Steve Herrig

**TBID BOARD:** Sandra Johnson-Thares, Robert Dompier, Scott Shull, Malissa Hollan

**STAFF:** Rebecca Engum, John Harris

**GUESTS:** Bruce Pollington

9:00 | 1. Welcome, Introductions, Call to Order – Kaylene Kershner, Sandra Thares

9:02 | 2. Public Comment – Kaylene Kershner, Sandra Thares  
Opportunity for public comment related to items on the agenda

No comments.

9:05 | 3. Consent Agenda – Kaylene Kershner, Sandra Thares  
Convention and Visitors Bureau Board of Directors  
a) approve 7-18-2019 Minutes  
b) accept July Financials

**CVB ACTION TAKEN:**

Motion made to approve consent agenda. Seconded. No discussion. All in favor.  
None Opposed. The motion passed.

9:05 | 4. Only in Great Falls  
Expansion of the River's Edge Trail – Bruce Pollington

Bruce Pollington provided report.

9:15 | Malissa Hollan arrived.

9:21 | Tourism Business Improvement District Board of Directors  
a) approve 7-18-2019 Minutes  
b) accept July Financials

**TBID ACTION TAKEN:**

Motion made to approve content agenda. Seconded. No discussion. All in favor.  
None Opposed. The motion passed.

9:23 | 5. New Event Grant Application Guidelines – Rebecca Engum

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Tourism Business Improvement District Board of Directors approve/reject guidelines for groups to apply for up to \$100,000 for a new tourism focused event to be held in Great Falls.

**TBID ACTION TAKEN:**

Motion made to approve guidelines for groups to apply for up to \$100,000 for a new tourism focused event to be held in Great Falls. Discussion on the need for recurring signature events. All in favor. None Opposed. The motion passed.

- 9:25 | 6. Comprehensive Creative Services Request for Proposal – Rebecca Engum  
Convention and Visitors Bureau Board of Directors approve/reject issuing an RFP for design services, website maintenance, and creative strategy review.

Tourism Business Improvement District Board of Directors approve/reject issuing an RFP for design services, website maintenance, and creative strategy review.

**CVB ACTION TAKEN:**

Motion made to approve issuing an RFP for design services, website maintenance, and creative strategy review. Seconded. Discussion of volunteers to serve on review committee. All in favor. None Opposed. The motion passed.

**TBID ACTION TAKEN:**

Motion made to approve issuing an RFP for design services, website maintenance, and creative strategy review. Seconded. Discussion of volunteers to serve on review committee. All in favor. None Opposed. The motion passed.

- 9:27 | 7. VisaVue Research Joint Venture – Rebecca Engum  
Convention and Visitors Bureau Board of Directors approve/reject partnering with Central Montana and the State of Montana Department of Commerce Office of Tourism and Business Development to purchase VisaVue Research.

**CVB ACTION TAKEN:**

Motion made to approve partnering with Central Montana and the State of Montana Department of Commerce Office of Tourism and Business Development to purchase VisaVue Research. Seconded. Discussion regarding use of the research and potential changes since previous research. All in favor. None opposed. The motion passed.

- 9:35 | 8. Options for 2020 Media Plan – Rebecca Engum  
Convention and Visitors Bureau Board of Directors approve/reject 2020 Media Plan.

Tourism Business Improvement District Board of Directors approve/reject 2020 Media Plan.

**CVB ACTION TAKEN:**

Motion made to approve adding digital billboards in Billings, MT and Lethbridge, AB, and Movie Theatre video in Lethbridge, AB to the 2020 Media Plan. Seconded. Discussion regarding C-store option and potential reality of installation, consider Ice Chest for winter to push for spring and summer, costs regarding other option

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and potential return, audience and association for Yellowstone.. All in favor. None opposed. Motion passed.

**TBID ACTION TAKEN:**

Motion made to approve adding digital billboards in Billings, MT and Lethbridge, AB, and Movie Theatre video in Lethbridge, AB to the 2020 Media Plan. Seconded. Discussion regarding C-store option and potential reality of installation, consider Ice Chest for winter to push for spring and summer, costs regarding other option and potential return, audience and association for Yellowstone. All in favor. None opposed. Motion passed.

9:40 | Malissa Hollan left.

9:44 | 9. Reports

1. Great Falls Area Lodging Association – Karen Venetz  
Written report provided.
2. Business Development Pipeline – Rebecca Engum  
Rebecca Engum provided report.
3. Montana ExpoPark – Rebecca Engum  
Rebecca Engum provided report.
4. Executive Director – Rebecca Engum  
Rebecca Engum provided report.

9:56 | 10. Public Comment– Kaylene Kershner, Sandra Thares  
Opportunity for public comment related to Tourism in Great Falls, Montana

Success of MAFB Open House and potential to support with paid marketing for future events.

Mustang show coming to Great Falls and closing Central Avenue over Labor Day holiday. Altered Classic Car Show occurring in concert.

New owner of Econolodge and Greystone Inn.

No meeting secured yet with Frontier Airlines.

Potential to advocate for potential uses at Arco site redevelopment.

Adventure Van Festival being hosted in Bozeman next year. Potential marketing opportunity.

Would be nice to have the creation of recreational opportunity below black eagle dam for surfing or kayaking, like Missoula's Brennan's Wave in Clark Fork River with access similar to that at Caras Park.

10:14 | 11. Adjourn – Kaylene Kershner, Sandra Thares

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CVB Board Signature:  \_\_\_\_\_

TBID Board Signature:  \_\_\_\_\_