



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

**Thursday, September 19, 2019 | 9:00 AM – 10:40 AM | Video Conference  
Center, 100 1<sup>st</sup> Avenue N, Great Falls, Montana**

**CVB BOARD:** Brett Doney, Kaylene Kershner, Wendy Lee, Peggy O'Hare-Becker, Wayne Thares, Brian Thompson, John Faulkner, Gayle Fisher, Kellie Pierce, Susan Shannon, Karen Venetz, Roxy Perez, Steve Herrig

**TBID BOARD:** Sandra Thares, Robert Dompier, Malissa Hollan, Laurie Price, Scott Shull, David Buckingham

**STAFF:** Rebecca Engum, John Harris

**GUESTS:** George Geise

9:02 | 1. Welcome, Introductions, Call to Order – Kaylene Kershner, Sandra Thares

9:05 | 2. Public Comment – Kaylene Kershner, Sandra Thares  
Opportunity for public comment related to items on the agenda

No Public Comment.

9:05 | 3. Consent Agenda – Kaylene Kershner, Sandra Thares  
Convention and Visitors Bureau Board of Directors  
a) approve 8-15-2019 Minutes  
b) accept August Financials

**CVB ACTION TAKEN**

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

Tourism Business Improvement District Board of Directors  
a) approve 8-15-2019 Minutes  
b) accept August Financials

**TBID ACTION TAKEN**

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

9:07 | 4. CVB Membership Discussion – Kaylene Kershner  
Discuss options for changing Convention and Visitors Bureau Membership Policy.

Discussions about tiered levels, lower monthly fee vs an annual fee, other structures and benefits received.

9:27 | 5. Lease Extension – Sandra Johnson-Thares

**Grow Tourism | Develop the Destination | Advocate for Tourism**

Tourism Business Improvement District Board of Directors approve/deny execution of one-year option on lease for 100 1<sup>st</sup> Avenue North, Lower Level Suite.

**TBID ACTION TAKEN**

Motion made to approve execution of one-year option on lease for 100 1<sup>st</sup> Avenue North, Lower Level Suite. Seconded. Discussion about potential future locations and current visitor responses. All in favor. None Opposed. The motion passed.

9:38 | 6. Big Sky Duplicate Bridge Club Marketing Grant – Rebecca Engum  
Tourism Business Improvement District Board of Directors approve/deny \$2,500 to market Regional Bridge Tournament September 7-13, 2020.

**TBID ACTION TAKEN**

Motion made to approve \$2,500 to market Regional Bridge Tournament September 7-13, 2020. Seconded. Discussion regarding ability to host annually, multiple property opportunities. All in favor. None opposed. The motion passed.

9:53 | 7. Great Falls Public Schools Sponsorship – Rebecca Engum  
Tourism Business Improvement District Board of Directors approve/deny \$9,250 to sponsor

- AA State Golf – October 3-4, 2019
- All Class State Cross Country – October 26, 2019
- AA & A State Swimming – February 14-15, 2020
- AA Dual Wrestling – January 25, 2020
- District 8C Boys & Girls Basketball – February 20-22, 2020
- Eastern AA Division Softball – May 15-16, 2020

**TBID ACTION TAKEN**

Motion made to approve/deny \$9,250 to sponsor A State Golf – October 3-4, 2019; All Class State Cross Country – October 26, 2019; AA & A State Swimming – February 14-15, 2020; AA Dual Wrestling – January 25, 2020; District 8C Boys & Girls Basketball – February 20-22, 2020; Eastern AA Division Softball – May 15-16, 2020. Seconded. Discussed timing and general attendance. All in favor. None opposed. The motion passed.

10:02 | 8. Creative Services Selection Committee Appointment – Kaylene Kershner, Sandra Thares

**CVB ACTION TAKEN**

Kaylene Kershner, Brett Doney, and Brian Thompson were appointed to serve.

**TBID ACTION TAKEN**

Robert Dompier, Scott Shull, and Laurie Price were appointed to serve.

10:07 | 9. New Event Grant Review Committee Appointment – Sandra Thares

**NO ACTION TAKEN**

10:10 | 10. Reports

1. Great Falls Area Lodging Association – Karen Venetz

**Grow Tourism | Develop the Destination | Advocate for Tourism**

Karen Venetz provided report.

2. Business Development Pipeline – Rebecca Engum

Rebecca Engum provided report.

3. Executive Director – Rebecca Engum

Rebecca Engum provided report.

10:27 | 11. Partner Updates – Kaylene Kershner, Sandra Thares

Updates on key initiatives, exciting developments, and important efforts affecting Great Falls, Montana.

Scheels is expanding into the former Christian bookstore space. Downtown Association's upcoming events were announced. Downtown block visioning community input session was announced. Great Falls has an opportunity to host the Airline Rendezvous and needs sponsors to provide route planners no cost attendance.

10:44 | Kaylene Kershner left.

10:45 | 12. Public Comment– Kaylene Kershner, Sandra Thares

Opportunity for public comment related to Tourism in Great Falls, Montana

No Public Comment.

10:45 | 13. Adjourn – Wayne Thares, Sandra Thares

CVB Signature:



TBID Signature:

