



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

Thursday, October 17, 2019 | 9:02 AM – 10:30 AM | Video Conference Center, 100 1<sup>st</sup> Avenue N, Great Falls

CVB BOARD: Kaylene Kershner, Wendy Lee, Scott Lettre, Peggy, O'Hare-Becker, Wayne Thares, Gayle Fisher, Kerry McInerney, Susan Shannon, Karen Venetz, Roxy Perez, Steve Herrig, Janelle Wilberding

TBID BOARD: Becky Amaral-Miller, Sandra Johnson-Thares, Laurie Price, Scott Shull, David Buckingham

STAFF: Rebecca Engum, Kristin Dayao

GUESTS: Maggie Kent, Bob Kelly, Brett Gaare, Christie Gilleo, David Saslav

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

9:04 | 2. Public Comment – Kaylene Kershner, Sandra Thares  
Opportunity for public comment related to items on the agenda

9:05 | 3. Consent Agenda – Kaylene Kershner, Sandra Thares  
Convention and Visitors Bureau Board of Directors  
a) approve 9-19-2019 Minutes  
b) accept September 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 9-19-2019 Minutes
- b) approve 10-9-2019 Minutes
- c) accept September Financials

TBID ACTION TAKEN

Motion made to approve all the above. Seconded. No discussion. All in favor. None Opposed. The motion passed.

9:06 | 4. TBID Audit Review – Brett Gaare

Brett Gaare provided review

9:12 | 5. New Event Grant Proposal Presentations – Sandra Thares  
Diggin' Days; Wind Walker Disc Golf Tournament

Maggie Kent gave presentation.  
Christie Gilleo gave Presentation.

10:03 | 6. TBID Budget Amendment – Sandra Thares  
Tourism Business Improvement District Board of Directors approve/deny proposed Budget  
Amendment.

TBID ACTION TAKEN

Motion made to approve proposed Budget Amendment. Seconded. Discussion where the additional revenue came from. All in favor. None Opposed. The motion passed.

10:07 | 7. Sojern Media Addition – Rebecca Engum

Convention and Visitors Bureau Board of Directors approve/deny adding Sojern Joint Venture for \$5,000 to the 2020 Media Plan that will leverage \$5,000 from the State of Montana Office of Tourism and Business Development for a \$10,000 media buy.

CVB ACTION TAKEN

Motion made to approve adding Sojern Joint venture for \$5,000 to the 2020 Media plan. Seconded. Discussion on timing of placement, and TAC Review of joint ventures. All in favor. None Opposed. The motion Passed.

Tourism Business Improvement District Board of Directors approve/deny adding Sojern Joint Venture for \$5,000 to the 2020 Media Plan that will leverage \$5,000 from the State of Montana Office of Tourism and Business Development for a \$10,000 media buy.

TBID ACTION TAKEN

Motion made to approve adding Sojern Joint venture for \$5,000 to the 2020 Media plan. Seconded. Discussion on why it was available again. All in favor. None Opposed. The motion Passed.

10:13 | 8. Reports

1. Great Falls Area Lodging Association – Karen Venetz
2. Business Development Pipeline – Kristin Dayao
3. Executive Director – Rebecca Engum

10:35 | 9. Partner Updates – Kaylene Kershner, Sandra Thares

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

Update regarding BMW visit. TBEX press trip success. Chamber lunch honoring Nora Ashby. Pumpkin Run next weekend.

10:39 | 10. Public Comment– Kaylene Kershner, Sandra Thares

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

No public comment

10:40 | 11. Adjourn – Kaylene Kershner, Sandra Thares

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

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