



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

Thursday, September 17, 2020 | 9:03 AM – 10:26 AM |
<https://us02web.zoom.us/j/5456501810>

CVB Board: Wayne Thares, Susan Shannon, Scott Lettre, Brett Doney, Steve Herrig, Kerry McInerney, Teresa Appelwick, Kellie Pierce, Brian Thompson, Gayle Fisher, Ron Korb, John Faulkner

TBID Board: Sandra Johnson-Thares, Becky Amaral-Miller, Scott Shull, David Buckingham

Staff: Rebecca Engum, Marisela Hazzard

Guests: Barb Sanem, Brett Gaare

9:03 | 1. Welcome, Call to Order – Scott Lettre, Sandra Thares

9:03 | 2. Public Comment – Scott Lettre, Sandra Thares
Opportunity for public comment related to items on the agenda

No public comment

9:07 | 3. Consent Agenda – Scott Lettre, Sandra Thares
Convention and Visitors Bureau Board of Directors
a) approve 7-16-2020 Minutes
b) approve 7-23-2020 Minutes
c) approve 8-20-2020 Minutes
d) accept July Financials
e) 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 6-18-2020 Minutes
- b) approve 8-20-2020 Minutes
- c) approve 8-25-2020 Minutes
- d) accept June Financials
- e) accept August Financials

TBID ACTION TAKEN

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

9:06 | 4. Convention and Visitors Bureau July 1, 2019 - June 30, 2020 Fiscal Year Audit Review – Barb Sanem

Grow Tourism | Develop the Destination | Advocate for Tourism

Barb Sanem gave review.

9:15 | 5. Tourism Business Improvement District July 1, 2019 – June 30, 2020 Fiscal Year Audit Review – Brett Gaare

Brett Gaare gave review.

9:21 | 6. Tourism Safety Grant – Rebecca Engum
Convention and Visitors Bureau Board of Directors approve/deny funding line items for additional grant funds as presented.

CVB ACTION TAKEN

Motion made to approve funding line items for additional grant funds as presented. Seconded. No discussion. All in favor. None opposed. The motion passed.

9:32 | 6. Amazon Prime Docuseries Episode – Rebecca Engum
Tourism Business Improvement District Board of Directors approve/deny \$5,000 to have Great Falls featured with one 22-minute episode, as part of the Amazon Prime Docuseries “The Story of Art in America’s Heartland”.

TBID ACTION TAKEN

Motion made to approve up to \$5,000 for Great Falls feature on Amazon Docuseries “The Story of Art in America’s Heartland”. Seconded. Discussed option for TBID to own footage for future/alternative use and it will be solicited. The C.M. Russell museum will fund \$1,000 of the \$5,000 project, leaving TBID’s commitment to only \$4,000. All in favor. None opposed. The motion passed.

9:36 | 7. 2021 Budget Amendment – Rebecca Engum
Convention and Visitors Bureau Board of Directors approve/deny 2021 Budget amendment as presented.

CVB ACTION TAKEN

Motion made to approve 2021 Budget amendment as presented.

Tourism Business Improvement District Board of Directors approve/deny 2021 Budget amendment as presented. Seconded. Discussed importance of continuity of staff during lull of meetings and conventions. All in favor. None opposed. The motion passed.

TBID ACTION TAKEN

Motion made to approve 2021 Budget amendment as presented. Seconded. Reiterated the importance of continuity of staff during lull of meetings and conventions. All in favor. Non opposed. The motion passed.

9:52 | 8. Coronavirus Relief Funds Nonprofit Grant – Rebecca Engum
Convention and Visitors Bureau approve/deny applying for additional nonprofit grant funds.

CVB ACTION TAKEN

Grow Tourism | Develop the Destination | Advocate for Tourism

Motion made to approve applying for additional nonprofit grant funds. Seconded. Discussed support of podcast and possibility of owning and operating a drone. Discussed that pilot licensing required for drone operations would limit drone usage. All in favor. None opposed. The motion passed.

10:00 | 9. Reports

1. Great Falls Area Lodging Association – Karen Venetz

Rebecca Engum gave Karen Venetz's report.

2. Business Development Pipeline – Rebecca Engum

Rebecca Engum gave report.

3. Executive Director – Rebecca Engum

Rebecca Engum gave report.

10:10 | 10. Partner Updates – Scott Lettre, Sandra Thares

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

Money available for wayfinding. GTF to meet with Airline Planner in Denver the week of Halloween. GTF almost to pre-COVID-19 schedule, but with seat restrictions. Hertz had their last best weekend last weekend. GFDA stated that if you have 50 or less employees you may be eligible for more funds through safety grants and funding. Central Montana completed the first video using safety messaging funds. Goal to have 6-7 videos. Social Media Influencer will be in Central Montana this coming week. She is a homeschooler. Horse sale at Montana ExpoPark this weekend. Next weekend will have barrel racing. Boarder is scheduled to open at the end of the month.

10:24 | 11. TBID Trustee Applicant Q&A – Sandra Thares

No TBID Trustee applicant as of yet.

10:25 | 12. Public Comment – Scott Lettre, Sandra Thares

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

Citizen of Great Falls is grateful for the \$10 million grant for an aquatic center to be built in Great Falls, Montana near Malmstrom AFB.

10:26 | 13. Adjourn – Scott Lettre, Sandra Thares

Meeting adjourned.