



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

**Thursday, November 19, 2020 | 9:01 AM – 10:13 AM |**

<https://us02web.zoom.us/j/85977724550?pwd=UnB6eTMzdmYwcVVvN1VyWjdvRE9Cdz09>

**CVB BOARD: Lexi Jones, Christina Horton, Scott Lettre, Wayne Thares, Brian Thompson, John Faulkner, Gayle Fisher, Susan Shannon, Teresa Appelwick**

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

**STAFF: Zach Clausen, Marisela Hazzard, Rebecca Engum**

9:02 | 1. Welcome, Call to Order – Scott Lettre, Sandra Thares

9:07 | 2. Public Comment – Scott Lettre, Sandra Thares  
Opportunity for public comment related to items on the agenda

No public comment.

9:08 | 3. Consent Agenda – Scott Lettre, Sandra Thares  
Convention and Visitors Bureau Board of Directors  
a) approve 10-15-2020 Minutes  
b) approve 10-22-2020 Marketing Minutes  
c) accept October Financials  
d) review 990

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

- e) approve 10-15-2020 Minutes
- f) approve 10-22-2020 Marketing Minutes
- g) accept October Financials

TBID ACTION TAKEN:

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

9:10 | 4. Airline Conference Update – John Faulkner  
Tourism Business Improvement District Board of Directors approve/deny adjusting \$220,000 commitment made for Frontier Airlines to include commitments to Spirit Airlines from the same committed funds.

TBID ACTION TAKEN:

Motion made to approve \$220,000 commitment made for Frontier to include commitments to all low-cost carriers. Seconded. No discussion. All in favor. None opposed. The motion passed.

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

9:37 | 5. Visitor Center Grant Application – Rebecca Engum

Tourism Business Improvement District Board of Directors approve/deny applying for \$114,000 from Montana Tourism Visitor Center Grant, committing \$38,000 as cash match.

TBID ACTION TAKEN:

Motion made to approve applying for \$114,000 from Montana Tourism Visitor Center Grant, committing \$38,000 as cash match. Seconded. No discussion. All in favor. None opposed. The motion passed.

9:45 | 6. Month to Month Lease – Rebecca Engum

Tourism Business Improvement District Board of Directors approve/deny month to month lease with Buchanan-Byrne Building Partnership at current monthly lease rate of \$1,123.50.

TBID ACTION TAKEN:

Motion made to approve month to month lease with Buchanan-Byrne Building Partnership at current monthly lease rate of \$1,123.50. Seconded. No discussion. All in favor. None opposed. The motion passed.

9:48 | 7. Great Falls Wayfinding Implementation – Rebecca Engum

Tourism Business Improvement District Board of Directors approve/deny committing \$5,000 for sign installation in accordance with implementation of Great Falls Wayfinding Plan.

TBID ACTION TAKEN:

Motion made to approve committing \$5,000 for sign installation in accordance with implementation of Great Falls Wayfinding Plan. Seconded. No discussion. All in favor. None opposed. The motion passed.

9:49 | 8. Change of Employee Benefits – Rebecca Engum

Tourism Business Improvement District Board of Directors approve/deny removing Health Insurance Stipend from Employee Benefits Policy and adding Health Insurance and Parental Leave, effective 1-1-2021.

TBID ACTION TAKEN:

Motion made to approve removing Health Insurance Stipend from Employee Benefits Policy and adding Health Insurance and Parental Leave, effective 1-1-2021. Seconded. No discussion. All in favor. None opposed. The motion passed.

9:51 | 9. 2021 Budget Amendment – Rebecca Engum

Convention and Visitors Bureau Board of Directors approve/deny presented amendment to 2021 Budget.

CVB ACTION TAKEN:

Motion made to approve presented amendment to 2021 Budget. Seconded. No discussion. All in favor. None opposed. The motion passed.

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

Tourism Business Improvement District Board of Directors approve/deny presented amendment to 2021 Budget.

TBID ACTION TAKEN:

Motion made to approve presented amendment to 2021 Budget. Seconded. No discussion. All in favor. None opposed. The motion passed.

9:55 | 10. Reports

1. Great Falls Area Lodging Association – Karen Venetz

Rebecca Engum gave Karen Venetz's report.

2. Business Development Pipeline – Zach Clausen

Zach Clausen gave report.

3. Executive Director – Rebecca Engum

Rebecca Engum gave report.

10:07 | 11. Partner Updates – Scott Lettre, Sandra Thares

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

Circuit Finals moved from Montana ExpoPark to Kalispell. Maggie Show will be done differently. Central Montana's safety grant with CARES money has been working on obtaining video assets. Campaigns include educational pieces for homeschooling. Central Montana denied event in Ferguson County. Central Montana is looking for a person to fill Gayle's position. Chamber of Commerce is finishing the 2021 community guide with featured articles and new photography.

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

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

No public comment.

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

Meeting adjourned.