



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

**Thursday, December 17, 2020 | 9:02 AM – 9:52 AM |**

<https://us02web.zoom.us/j/5456501810?pwd=WjlYbXp5dkl5MjEzNEMwZ2ZVT3RDUT09>

**CVB BOARD: Christina Horton, Scott Lettre, Wayne Thares, Brian Thompson, Gayle Fisher, Ron Korb, Brett Doney, Steve Herrig, Kellie Piece, Kerry McInerney, John Faulkner**

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

**STAFF: Rebecca Engum, Marisela Hazzard**

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

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

No public comment.

9:02 | 3. Consent Agenda – Scott Lettre, Sandra Thares  
Convention and Visitors Bureau Board of Directors  
a) approve 11-19-2020 Minutes  
b) accept November 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  
c) approve 11-19-2020 Minutes  
d) accept November Financials

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

9:04 | 4. TBID Assessment Appeals – Sandra Thares  
Tourism Business Improvement District Board of Directors approve/deny appeal requests from five delinquent lodging properties.

TBID ACTION TAKEN:  
Motion made to approve appeal requests from five delinquent lodging properties. Seconded. No discussion. All in favor. None opposed. The motion passed.

9:08 | 5. Budget Amendment – Rebecca Engum

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

Convention and Visitors Bureau Board of Directors approve/deny budget amendment.

CVB ACTION TAKEN:

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

9:10 | 6. 2020 Montana PRCA Circuit Finals Rodeo Commitment – Sandra Thares

Tourism Business Improvement District Board of Directors discuss 2020 Montana PRCA Circuit Finals Rodeo Commitment and take action as deemed necessary.

TBID ACTION TAKEN:

Motion made to approve taking the 2020 Montana PRCA Circuit Finals Rodeo commitment and using half to increase 2021 Finals commitment and the other half to increase 2022 Finals commitment. Seconded. Discussed the possibility of Montana PRCA Circuit Finals Rodeo moving to other locations in the state. Since the event will not be taking place in Great Falls in January 2021, the \$10,000 committed to the event could be returned to the budget or used for future incentives for the rodeo to be held in Great Falls, Montana. All in favor. None opposed. The motion passed.

9:21 | 7. Reports

1. Great Falls Area Lodging Association – Karen Venetz

No report from Karen Venetz.

2. Business Development Pipeline – Rebecca Engum

Rebecca Engum gave report.

3. Executive Director – Rebecca Engum

Rebecca Engum gave report.

9:31 | 8. Partner Updates – Scott Lettre, Sandra Thares

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

Central Montana completed local makers video content. Board members recommend connecting with new legislation to share the importance of tourism in Great Falls. The Executive Director Evaluation is still open, Scott Lettre or Rebecca Engum can forward the link for those that did not complete. National Heritage Area was opposed as written as people do not want private land included. Great Falls International Airport is seeing 50% use in December compared to 2019. Great Falls International Airport applied for a grant and has a letter of support from American Airlines and United Airlines with markets in Texas and California. Based on consulting report, the airport still needs another \$80,000 to be competitive. Great Falls baseball will return 2021 and a schedule should be released at the end of January 2021. Aquatic Center is still moving forward with confidence, despite soil issues. Great Falls Development Authority is pleased with the wayfinding plan that is being spearheaded by Joan Redeen and use Mainstreet grant and tourism grants to implement the plan. Great Falls Montana Tourism has already committed \$5,000 toward

to the grant and wayfinding project. The C.M. Russell will have an event in March 2021, details yet to be published. The Russell Auction and Sale will be held August 2021. The C.M. Russell Museum is seeing slow traffic for the museum, but the store is active and seeing sales in person and online.

9:51 | 9. Public Comment – Scott Lettre, Sandra Thares

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

No public comment.

9:52 | 10. Adjourn – Scott Lettre, Sandra Thares