



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

Thursday, March 18, 2021 | 9:03 AM – 10:40 AM | Zoom

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

CVB Board: Wayne Thares, Scott Lettre, Kellie Pierce, Steve Herrig, Wendy Lee, Kerry McInerney, Brett Doney, John Faulkner, Teresa Appelwick, Christina Horton, Ron Korb, Lexi Jones, Susan Shannon

TBID Board: Sandra Johnson-Thares, Scott Shull, Becky Amaral-Miller, David Buckingham, Peggy O'Hare-Becker

Staff: Rebecca Engum, Jason Laird, Marisela Hazzard

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.

9:04 | 3. Consent Agenda – Scott Lettre, Sandra Thares
Convention and Visitors Bureau Board of Directors
a) approve 2-18-2021 Minutes
b) accept February 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 2-18-2021 Minutes
d) accept February Financials

TBID ACTION TAKEN

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

9:06 | 4. FY22 Budget Revenue Project – Rebecca Engum
Convention and Visitors Bureau Board of Directors accept/reject revenue projections for FY22 Budget.

CVB ACTION TAKEN

Motion made to approve revenue projections of \$150,000 for FY22 Budget. Seconded. Discussion regarding the conservativeness of the numbers. All in favor. None opposed. The motion passed.

Tourism Business Improvement District Board of Directors accept/reject revenue projections for FY22 Budget.

TBID ACTION TAKEN

Motion made to approve revenue projections of \$511,216 for FY22 Budget. Seconded. January and February were slow months but hoping for things to pick up in March with mandates lifting. Hopeful for BMW Rally in June, 2021. All in favor. None opposed. The motion passed.

9:17 | 5. FY22 Board Brainstorming – Rebecca Engum

Rebecca Engum led FY22 Board Brainstorming.

10:28 | 6. Reports

1. Great Falls Area Lodging Association – Karen Venetz

No report provided.

2. Business Development Pipeline – Jason Laird

Jason Laird gave report.

3. Executive Director – Rebecca Engum

Rebecca Engum gave report.

10:33 | 7. Partner Updates – Scott Lettre, Sandra Thares

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

GFDA is excited about amphitheater and ski/tubing hill area with Smelter site. GFDA will make all the photography and videos collected for their talent and attraction shoot available. Chamber is starting to plan events such as Business for Breakfast in person, Business Afterhours, and Ag Celebration Week. The Downtown Associate just put out the 2021 calendar of events and events are being added daily. Montana ExpoPark reminds people that next week is Home and Garden Show, and custom car show is in April as well as MMA fights, vintage market, and gun and antique show. April calendar is booked at ExpoPark. Mark at Lithia is planning Cruisin' the Drag.

10:38 | 8. Public Comment – Scott Lettre, Sandra Thares

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

No public comment.

10:39 | 9. TBID Applicants Q&A with Trustees– Sandra Thares

Currently one applicant with no questions asked.

10:40 | 10. Adjourn – Scott Lettre, Sandra Thares

Meeting adjourned.