



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

Thursday, June 17, 2021 | 9:00 AM – 11:00 AM | The Do Hall, 1800 3rd Street NW

CVB Board: Teresa Appelwick, Scott Lettre, Wayne Thares, John Faulkner, Lexi Jones, Brett Doney, Ron Korb, Gayle Fisher, Christina Horton, Wendy Lee

TBID Board: Peter Jennings, Sandra Johnson-Thares, Becky Amaral-Miller, Scott Shull

Staff: Rebecca Engum, Jason Laird

9:05 | 1. Welcome, Call to Order – Scott Lettre, Sandra Thares

9:05 | 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 5-20-2021 Minutes
b) accept May 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 5-20-2021 Minutes
- d) accept May Financials

TBID ACTION TAKEN

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

9:10 | 4. 2022 Media Plan – Heather Burcham
Convention and Visitors Bureau Board of Directors approve/reject 2022 Media Plan.

CVB ACTION TAKEN

Motion made to approve 2022 Media Plan. Seconded. Discussion about flexibility, digital out of home, inclusion of a Canadian Welcome Back campaign, and the diversity of including what works and adding new options. All in favor. None opposed. The motion passed.

Tourism Business Improvement District Board of Directors approve/reject 2022 Media Plan.

TBID ACTION TAKEN

Motion made to approve 2022 Media Plan. Seconded. Discussion about flexibility, digital out of home, inclusion of a Canadian Welcome Back campaign, and the diversity of including what works and adding new options. All in favor. None opposed. The motion passed.

9:24 | 5. Cancel Duplicate Employment Practices Insurance Policy – Rebecca Engum
Tourism Business Improvement District Board of Directors approve/reject cancelling duplicate employment practices insurance policy.

TBID ACTION TAKEN

Motion made to approve cancelling duplicate employment practices insurance policy. Seconded. No discussion. All in favor. None opposed. The motion passed.

9:26 | 6. 2021 Budget Amendment – Rebecca Engum
Convention and Visitors Bureau Board of Directors approve/reject 2021 Budget Amendment.

CVB ACTION TAKEN

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

Tourism Business Improvement District Board of Directors approve/reject 2021 Budget Amendment.

TBID ACTION TAKEN

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

9:28 | 7. 2022 Budget Amendment – Rebecca Engum
Tourism Business Improvement District Board of Directors approve/reject 2022 Budget Amendment.

TBID ACTION TAKEN

Motion made to approve 2022 Budget Amendment. Seconded. No discussion. All in favor. None opposed. The motion passed.

9:31 | 8. TBID Assessment Appeals – Rebecca Engum
Tourism Business Improvement District Board of Directors approve/deny appeal requests from delinquent lodging properties.

TBID ACTION TAKEN

Motion made to approve appeal requests from delinquent lodging properties. Seconded. Discussion about fairness in approving appeal since reports have been submitted. All in favor. None opposed. The motion passed.

9:33 | 9. 2022 CVB Officer Slate – Lexi Jones
Convention and Visitors Bureau Board of Directors elect officers after nominations from the floor taken to serve from July 1, 2021 to June 30, 2022.

CVB ACTION TAKEN

Motion made after nominations called from the floor to approve slate of Ron Korb as Chair, Wayne Thares as Vice Chair, and Christina Horton as Secretary/Treasurer as presented. Seconded. Discussed being thankful for those who were willing to serve. All in favor. None opposed. The motion passed.

9:34 | 10. Honorary Directors Appointment – Scott Lettre

Convention and Visitors Bureau Board of Directors approve/reject reappointing representatives from Great Falls International Airport, Central Montana, Great Falls Association of Realtors, Great Falls Home Builders Association, Great Falls Downtown Association, Great Falls Retail Association, Cascade County, Cascade County Tavern Association, Great Falls Lodging Association, Great Falls Chamber of Commerce, and City of Great Falls and Great Falls Development Authority to serve as Honorary Directors from 7-1-2021 to 6-30-2022.

CVB ACTION TAKEN

Motion made to approve reappointing representatives from Great Falls International Airport, Central Montana, Great Falls Association of Realtors, Great Falls Home Builders Association, Great Falls Downtown Association, Great Falls Retail Association, Cascade County, Cascade County Tavern Association, Great Falls Lodging Association, Great Falls Chamber of Commerce, and City of Great Falls and Great Falls Development Authority to serve as Honorary Directors from 7-1-2021 to 6-30-2022. Seconded. Discussion on the value of having the voice of these organizations at the meetings as strategy and direction decided. All in favor. None opposed. The motion passed.

9:36 | 11. 2022 TBID Officer Slate – Sandra Johnson-Thares

Tourism Business Improvement District Board of Directors elect officers after nominations from the floor taken to serve from July 1, 2021 to June 30, 2022.

TBID ACTION TAKEN

Motion made after nominations called from the floor to approve slate of Sandra Johnson-Thares as Chair, Becky Amaral-Miller as Vice Chair, and David Buckingham as Secretary/Treasurer as presented. Seconded. Discussed being thankful for those who were willing to serve. All in favor. None opposed. The motion passed.

9:41 | 12. Reports

1. Great Falls Area Lodging Association – Karen Venetz
No Report given.
2. Business Development Pipeline – Jason Laird
Jason Laird gave report.
3. Executive Director – Rebecca Engum
Rebecca Engum gave report.

9:53 | 12. Partner Updates – Scott Lettre, Sandra Thares

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

Central Montana Tourism shared updates on paid media and losing Havre as a funded CVB. Chamber shared upcoming event information and status of river safety map. GFDA shared wayfinding project out for bid, update with new medical school, latest effort with

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talent attraction, and new strategic planning effort. Airport shared about United increased seat capacity, the addition of a 4th Denver flight added, \$75,000 gap on community guarantee for SCASD grant, no changes to Delta routing and potential for engagement during the Airline Rendezvous. The C.M. Russell Museum is open Wednesday through Monday, being closed only on Tuesdays. Central Montana Radio Company/Cherry Creek Radio will be hosting a Women's Expo October 1-3, 2021.

10:23 | 13. Public Comment – Scott Lettre, Sandra Thares
Opportunity for public comment related to Tourism in Great Falls, Montana.

No public comment.

10:24 | 14. Adjourn – Scott Lettre, Sandra Thares

Meeting adjourned.