



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

Thursday, July 15, 2021 | 9:00 AM – 10:30 AM | 100 1<sup>st</sup> Ave N, Lower Level Conference Room

**CVB Directors:** Christina Horton, Ron Korb, Wendy Lee, Wayne Thares, John Faulkner, Kerry McInerney, Susan Shannon, Brett Doney, Teresa Appelwick

**TBID Directors:** Becky Amaral-Miller, David Buckingham, Peter Jennings, Scott Shull

**Staff:** Rebecca Engum, Marisela Hazzard, Jason Laird

9:05 | 1. Welcome, Call to Order – Ron Korb, Becky Amaral-Miller

9:07 | 2. Public Comment – Ron Korb, Becky Amaral-Miller  
Opportunity for public comment related to items on the agenda

No public Comment

9:07 | 3. Consent Agenda – Ron Korb, Becky Amaral-Miller  
Convention and Visitors Bureau Board of Directors  
a) 6-17-2021 Minutes  
b) June Financials

CVB ACTION TAKEN

No Action Taken, Lack of Quorum.

Tourism Business Improvement District Board of Directors  
c) approve 6-17-2021 Minutes

TBID ACTION TAKEN

Motion made to approve 6-17-2021 Minutes. Seconded. No discussion. All in favor. None opposed. The motion passed.

d) accept June Financials

TBID ACTION TAKEN

Motion made to accept June Financials. Seconded. No discussion. All in favor. None opposed. The motion passed.

9:07 | 4. CVB Budget Amendment – Rebecca Engum  
Convention and Visitors Bureau Board of Directors approve/deny FY22 budget amendment.

CVB ACTION TAKEN

No Action Taken, Lack of Quorum.

9:07 | 5. Membership Investment Hardship Discount Request - Rebecca Engum  
Convention and Visitors Bureau Board of Directors approve/deny a one-time 50% discount on annual investment for one member.

CVB ACTION TAKEN

No Action Taken, Lack of Quorum.

9:08 | 6. New Strategy Discussion | Outfitters and Guides – Rebecca Engum

Discussion had on how to best market and work with outfitters and guides to generate additional overnight stays in Great Falls lodging properties. Suggested ideas include a familiarization tour, one on one meetings, pre and post itinerary options for guests, collaborative marketing efforts, encourage development of additional product and service lines in off season with established resources, do not engage in peak season, find reciprocal partnerships. Find donations for familiarization tour expenses. Worthwhile effort, especially if it spurs more recreation around Great Falls.

9:32 | 7. Reports

1. Marketing – Marisela Hazzard

Marisela Hazzard provided report.

2. Business Development Pipeline – Jason Laird

Jason Laird provided report.

3. Executive Director – Rebecca Engum

Rebecca Engum provided report.

9:59 | 8. Open Roundtable – Ron Korb, Becky Amaral-Miller

Sharing of events announced/unannounced, changes in services, updates on key initiatives, exciting developments, noticeable trends, potential issues, new ideas, and important efforts impacting Great Falls, Montana.

Airline Rendezvous attendance update. SCASD grant announcement delayed to August. Media in market at guest ranches. Women's Expo October 1-3, 2021 looking for vendors and statewide. Horse Racing will be July 24, 25, 2021 before the start of Montana State Fair. Lobby Bar is under remodel to become the Wild Hare. Sip 'n Dip Lounge has started a search for new music. GFDA will be engaging in community wide strategic planning.

10:24 | 9. Public Comment – Ron Korb, Becky Amaral-Miller

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

No public comment.

10:24 | 10. Adjourn – Ron Korb, Becky Amaral-Miller

Meeting adjourned.