



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

Thursday, August 26, 2021 | 9:01 AM – 11:00 AM | 100 1<sup>st</sup> Ave N, Lower Level Conference Room

**CVB Directors:** Gayle Fisher, Steve Herrig, Ron Korb, Wendy Lee, Kerry McInerney, Wayne Thares, Kellie Pierce, Susan Shannon, John Faulkner, Jay Russell, Christina Horton, Andy Ferrin

**TBID Directors:** Sandra Johnson-Thares, Scott Shull, Peter Jennings, David Buckingham

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

**Guests:** Scott Reasoner, Tom Nelson

9:01 | 1. Welcome, Introductions, Call to Order – Ron Korb, Sandra Johnson-Thares

9:02 | 2. Public Comment – Ron Korb, Sandra Johnson-Thares  
Opportunity for public comment related to items on the agenda

No public comment.

9:03 | 3. Consent Agenda – Ron Korb, Sandra Johnson-Thares  
Convention and Visitors Bureau Board of Directors  
a) approve 6-17-2021 Minutes  
b) approve 7-5-2021 Minutes  
c) accept June Financials  
d) accept July 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

- a) approve 7-15-2021 Minutes
- b) accept July Financials

**TBID ACTION TAKEN**

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

9:05| 4. Newberry Update – Scott Reasoner  
Tourism Business Improvement District Board of Directors approve/deny amending grand opening marketing investment to start-up marketing investment.

**TBID ACTION TAKEN**

Motion made to approve amending grand opening marketing investment to start-up marketing investment. Seconded. The Newberry has sold 1,000 tickets to date, with 400 out of the Great Falls, Montana market. Looking to target drive markets and beyond in one month spend for events occurring November 2022. All in favor. None opposed. The motion passed.

9:14 | 5. Big River Ruckus Update – Tom Nelson

Tourism Business Improvement District Board of Directors approve/deny investment change to 2022.

No Action Taken.

9:23 | 6. 2022 Budget Amendment – Rebecca Engum

Convention and Visitors Bureau Board of Directors approve/deny FY22 budget amendment.

CVB ACTION TAKEN

Motion made to approve FY22 budget amendment. Seconded. No discussion. All in favor. None opposed. The motion passed.

Tourism Business Improvement District Board of Directors approve/deny FY22 budget amendment.

TBID ACTION TAKEN

Motion made to approve FY22 budget amendment. Seconded. Discussion regarding 15 Overlook Dr incidental costs and what the original amount for project was estimated at. All in favor. None opposed. The motion passed.

9:37 | 7. 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

Motion made to approve a one-time 50% discount on annual investment for one member. Seconded. No discussion. All in favor. None opposed. The motion passed.

9:28 | 8. 15 Overlook Dr – Rebecca Engum

Discussion regarding next steps strategy.

9:39 | 9. Reports

1. Marketing – Marisela Hazzard

Marisela Hazzard gave report.

2. Business Development Pipeline – Jason Laird

Jason Laird gave report.

3. Executive Director – Rebecca Engum

Rebecca Engum gave report.

9:50 | 10. Open Roundtable – Ron Korb, Sandra Johnson-Thares

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.

Suggested policy change for membership considerations. Contract out to relocate water line for Aquatic Center and award contracting bid in October 2021. Women's Expo October 1-3, 2021 and looking for a total attendance of 4,000-6,000 people. Great Falls International has strong numbers for boarding but missing Canadian flyers and COVID-19 restricted areas. Airline conference starts September 12<sup>th</sup>. American Airlines is changing entire routes for the fall and into the holidays. Air service in Great Falls is in jeopardy because of shortage of pilots and planes. Great Falls flights does not sell out first class tickets compared to other markets in Montana. Air services needs to diversify to market to avoid carriers dropping Great Falls, Montana. Central Montana did not create a travel planner in 2021 and used leftover 2020 travel guides. Will collect videos of distilleries and breweries starting September 2021. Collecting visa data for 2021 to include five communities, three in Great Falls. Downtown Night Market is August 27, 2021 with live music, 15 vendors, and a food truck. Last Brothel Tour is September 11, 2021. Christmas Stroll Button art is due September 5, 2021. The Russell Sale and Auction will be September 2022 and deciding what the venue will be.

10:10 | 11. Public Comment – Ron Korb, Sandra Johnson-Thares

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

No public comment.

10:11 | 12. Adjourn – Ron Korb, Sandra Johnson-Thares

Meeting adjourned.