



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

Thursday, November 18, 2021 | 9:00 AM – 10:25 AM | 100 1st Ave N, Lower Level Conference Room

CVB Directors: Christina Horton, Lexi Jones, Wendy Lee, Jay Russell, Wayne Thares, Brian Thompson, Gayle Fisher, Kerry McInerney, Kellie Pierce, Susan Shannon, Steve Herrig

TBID Directors: Becky Amaral-Miller, David Buckingham, Peter Jennings, Sandra Johnson-Thares

Staff: Rebecca Engum and Marisela Hazzard

Guests: Shelia Rice, Tom Nelson

9:00 | 1. Welcome, Introductions, Call to Order – Wayne Thares, Sandra Johnson-Thares

9:05 | 2. Public Comment – Wayne Thares, Sandra Johnson-Thares
Opportunity for public comment related to items on the agenda

No public comment.

9:10 | 3. Consent Agenda – Wayne Thares, Sandra Johnson-Thares
Convention and Visitors Bureau Board of Directors
a) approve 10-21-2021 Minutes
b) accept October 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 10-21-2021 Minutes
- d) accept October Financials

TBID ACTION TAKEN

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

9:15 | 4. Big River Ruckus Recap, 2022 Funding Request – Sheila Rice
Tourism Business Improvement District Board of Directors approve/deny \$40,000 grant for Big River Ruckus 2022.

TBID ACTION TAKEN

Motion made to table action until December 2021 board meeting for \$40,000 grant for Big River Ruckus 2022 until all lodging properties have been solicited for input. Seconded. Big River Ruckus 2021 had an estimated attendance of 3,400, with 10% being from out of

town. Pick up data reported 12 room bookings from the event. All in favor. None opposed. The motion passed.

9:35 | 5. Western Art Week Show Guide Discussion – Rebecca Engum

9:45 | 6. Reports

1. Marketing – Marisela Hazzard

Marisela Hazzard gave report.

2. Business Development Pipeline – Rebecca Engum

Rebecca Engum gave report.

3. Executive Director – Rebecca Engum

Rebecca Engum gave report.

10:00 | 7. Roundtable – Wayne Thares, Sandra Johnson-Thares

Sharing of items impacting Great Falls, Montana and Tourism, such as:

- announced/unannounced events
- changes in services
- updates on key initiatives
- exciting developments
- noticeable trends
- potential issues
- new ideas
- important efforts

Scheels will have reindeer at the store on December 12th from 11:00 AM – 3:00 PM. Mermaid Brunch at Sip 'n Dip Lounge in December will have Santa in the lobby area for photo opportunities. The Christmas Tree is being put up today in Downtown Great Falls, Ladies' Night is tonight, Parade of Lights, Small Business Saturday, and Christmas Stroll are the next larger events. Holiday Happenings is November 20-21, 2021. KFBB will be at Taco John's on 10th Ave S on December 3rd for their Day of Giving. Oddfellows Park now has a new restroom and Lands Park will have a new one by the end of this year. The Gibson Park pond wall is being repaired. The new aquatics center is trying to stay on budget and sponsorships will be asked for soon. PCR Testing requirement for Canadian visitors returning to Canada may end at the end of November.

10:25 | 8. Public Comment – Wayne Thares, Sandra Johnson-Thares

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

No public comment.

10:25 | 9. Adjourn – Wayne Thares, Sandra Johnson-Thares

Meeting adjourned.