



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

Thursday, December 16, 2021 | 9:00 AM – 10:47 AM | 100 1st Ave N, Lower Level Conference Room

CVB Directors: Lexi Jones, Christina Horton, Wendy Lee, Ron Korb, Wayne Thares, Brian Thompson, John Faulkner, Brett Doney, Steve Herrig, Andy Ferrin, Rustin Lippincott, Jay Russell

TBID Directors: Sandra Johnson-Thares, Peggy O'Hare-Becker, Scott Shull, Peter Jennings

Staff: Marisela Hazzard, Kali Jean Tuckerman

Guests: Sheila Rice, Tom Nelson, Shane Etwiler

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

9:01 | 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 11-18-2021 Minutes
b) accept November 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 11-18-2021 Minutes
- d) accept November Financials

TBID ACTION TAKEN

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

9:04 | 4. Big River Ruckus 2022 Funding Request – Sandra Johnson-Thares
Tourism Business Improvement District Board of Directors approve/deny \$40,000 grant for Big River Ruckus 2022.

TBID heard updates from Shelia Rice and Tom Nelson about plans for Big River Ruckus. Big River Ruckus wants to hold the event in late August and is looking to apply for tourism recovery grant in January 2022.

9:14 | 5. Review 990 – Marisela Hazzard

Convention and Visitors Bureau Board of Directors review 990.

Marisela Hazzard gave report. No update on 990.

9:16 | 6. Whistleblower Policy – Wayne Thares

Convention and Visitors Bureau Board of Directors approve/deny changes to Whistleblower Policy.

CVB ACTION TAKEN

Motion made to approve changes to Whistleblower Policy. Seconded. No discussion. All in favor. None opposed. The motion passed.

9:17 | 7. Airline Marketing Commitment and Revenue Guarantee – John Faulkner

Tourism Business Improvement District Board of Directors approve/deny \$25,000 marketing campaign and investment for 3-day service revenue guarantee to support return of United direct flight.

TBID ACTION TAKEN

Motion made to approve \$25,000 marketing campaign to support return of United direct flight. Seconded. Historically, the direct flight from Chicago with United performed well and increased hotel occupancy. Lodging properties, TBID, and Great Falls International Airport need to devise a marketing plan together to leverage Montana centered television programs. Motion passed.

9:45 | 8. Yellowstone Journal – Marisela Hazzard

Tourism Business Improvement District Board of Directors approve/deny \$7,995 for Yellowstone Journal Paid Media placement.

TBID ACTION TAKEN

Motion made to approve \$7,995 for Yellowstone Journal paid media placement. Seconded. No discussion. All in favor. None opposed. The motion passed.

9:46 | 9. Western Art Week Show Guide Partnership – Marisela Hazzard

Tourism Business Improvement District Board of Directors take action as needed.

No action taken. Two publishers were contacted and awaiting quotes.

9:47 | 10. Reports

1. Marketing – Marisela Hazzard

Marisela Hazzard gave report.

2. Business Development Pipeline – Kali Jean Tuckerman

Kali Jean Tuckerman gave report.

3. Executive Director – Rebecca Engum

Marisela Hazzard gave report in lieu of Rebecca Engum.

9:52 | 11. Roundtable – Ron Korb, 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

MAGIE show may move to Wednesday – Friday show in 2023 depending on PCRA Circuit Finals schedule. Reindeer at Scheels was a successful event and efforts are being made to continue the event for 2022. Chamber of Commerce is marketing in Los Angeles for California residents to consider relocating to Great Falls, Montana. Digital ads are performing well with 0.5%-4.5% click through rate. There is a trip to Alabama for a workforce development project in March 2022 and community leaders are welcome to attend. Three restaurant owners partnered together to market in Bozeman for kitchen staff and incredible talent is reaching out. Great Falls International Airport is 100% self-pay parking. The Parade of Lights and Christmas Stroll were successful events.

10:13 | 12. Public Comment – Ron Korb

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

No public comment.

10:13 | 13. Adjourn – Ron Korb

CVB Board meeting adjourned.

10:14 | 4. Continued: Big River Ruckus 2022 Funding Request – Sandra Johnson-Thares
Tourism Business Improvement District Board of Directors approve/deny \$40,000 grant for Big River Ruckus 2022.

TBID ACTION TAKEN

Motion made to provide \$10,000 grant for Big River Ruckus 2022 and match \$15,000 of additional sponsorships secured, for total funding opportunity of \$25,000. TBID assessments will be spent on out-of-town marketing with full report. Big River Ruckus must create and distribute tracking procedures to all lodging properties prior to event. Any profit made from the event is either redistributed to investors or reserved for Big River Ruckus 2023 should the event occur. Quarterly reporting at Tourism Board of Directors Meetings. Seconded. Big River Ruckus encouraged to share marketing plan with Tourism for potential cross-marketing opportunities, research other successful music events, and to book a national touring act that will draw overnight visitors and schedule musical performance to encourage overnight stays. All in favor. None opposed. The motion passed.

10:46 | 14. Public Comment – Sandra Johnson-Thares

Grow Tourism | Develop the Destination | Advocate for Tourism

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

No public comment.

10:47| 15. Adjourn – Sandra Johnson-Thares

TBID Board meeting adjourned.