



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

Thursday, April 22, 2021 | 10:01 AM – 10:45 AM |

<https://us02web.zoom.us/j/5456501810?pwd=WjlYbXp5dkl5MjEzNEMwZ2ZVT3RDUT09>

CVB Board: Scott Lettre, Wayne Thares, Kerry McInerney, Steve Herrig, Gayle Fisher, Lexi Jones

TBID Board: Sandra Johnson-Thares, Peggy O’Hare-Becker

Staff: Rebecca Engum and Marisela Hazzard

10:01 | 1. Welcome, Call to Order – Scott Lettre, Sandra Thares

10:02 | 2. Public Comment – Scott Lettre, Sandra Thares
Opportunity for public comment related to items on the agenda

No public comment.

10:03 | 3. Paid Media Placement Performance – Heather Burcham

Heather Burcham gave report.

10:16 | 4. Website and Social Media Performance – Marisela Hazzard

Marisela Hazzard gave report.

10:28 | 5. Media Brainstorming – Rebecca Engum

Joint Venture suggestions included digital billboards and Expedia for lodging properties.
Discussed the reluctance of marketing based on lack of workforce.

10:45 | 7. Adjourn – Scott Lettre, Sandra Thares

Meeting adjourned.