



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

Thursday, February 17, 2022 | 9:00 AM – 10:45 AM | 100 1<sup>st</sup> Ave N, Lower Level Conference Room

CVB Directors: Christina Horton, Ron Korb, Wendy Lee, Jay Russell, Wayne Thares, Brian Thompson, Kerry McInerney, Rustin Lippincott, Kellie Pierce, Andy Ferrin, Susan Shannon, Brett Doney, Steve Herrig

TBID Directors: Becky Amaral-Miller, David Buckingham, Peter Jennings, Sandra Johnson-Thares, Laurie Price, Scott Schull, Peggy O'Hare Becker

Staff: Rebecca Engum, Kali Jean Tuckerman, Marisela Hazzard

Guests: Kaylee Osentowski, Zack Angstead

9:00 | 1. Welcome, Introductions, Call to Order – Ron Korb, Becky Amaral-Miller

9:01 | 2. Public Comment – Ron Korb, Becky Amaral-Miller  
Opportunity for public comment related to items on the agenda

Scheels will host a bat demo on March 19, 2022.

9:04 | 3. Consent Agenda – Ron Korb, Becky Amaral-Miller  
Convention and Visitors Bureau Board of Directors  
a) approve 1-20-2022 Minutes  
b) accept January 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 1-20-2022 Minutes
- d) approve 2-2-2022 Minutes
- e) accept January Financials

TBID ACTION TAKEN

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

9:05 | 4. Review 990 – Rebecca Engum  
Convention and Visitors Bureau Board of Directors review 990.

CVB Board Reviewed 990. No Comments. No Questions.

9:20 | 5. Lincoln Prosperity Proposal – Rebecca Engum

Convention and Visitors Bureau Board of Directors approve/deny writing a letter of support in favor of Lincoln Prosperity Proposal.

#### CVB ACTION TAKEN

Motion made to approve writing a letter of support in favor of Lincoln Prosperity Proposal. Seconded. When project presented to GFDA, no opponents found. All in favor. None opposed. The motion passed.

Tourism Business Improvement District Board of Directors approve/deny writing a letter of support in favor of Lincoln Prosperity Proposal.

#### TBID ACTION TAKEN

Motion made to approve writing a letter of support in favor of Lincoln Prosperity Proposal. Seconded. Opportunity for Great Falls to get ahead with outdoor recreation opportunities in the Lincoln area. All in favor. None opposed. The motion passed.

9:26 | 6. Mimosa Showdown VIP Night – Rebecca Engum

Convention and Visitors Bureau Board of Directors approve/deny creating a ticketed Mimosa Showdown VIP Night.

#### CVB ACTION TAKEN

Motion made to approve creating a ticketed Mimosa Showdown VIP Night. Seconded. No discussion. All in favor. None opposed. The motion passed.

9:35 | 7. Newberry Marketing Grant Request – Rebecca Engum

Tourism Business Improvement District Board of Directors approve/deny \$30,000 marketing grant for The Newberry to promote concerts outside of Great Falls.

#### TBID ACTION TAKEN

Motion made to table approve/deny \$30,000 marketing grant for The Newberry to promote concerts outside of Great Falls. Seconded. Discussed considering grant for FY23 budget and supporting other venues in town, strategic discussion needed for types of requests like this. All in favor. None opposed. The motion passed.

9:50 | 8. Montana Cycling Project Grant Request – Rebecca Engum

Tourism Business Improvement District Board of Directors approve/deny \$14,000 marketing grant for Montana Cycling Project to promote Montana Road Tour.

#### TBID ACTION TAKEN

Motion made to approve \$500 spend from Great Falls Montana Tourism's 2022 Media Plan Facebook event line-item budget to encourage registration for Montana Road Tour. Seconded Discussed potential room demand, likelihood of event to return, actual marketing line items. All in favor. None opposed. The motion passed.

10:02 | 9. 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

Rebecca Engum gave report.

10:21 | 10. Roundtable – Ron Korb, Becky Amaral-Miller

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

GFDA will have Livability magazine announced in the coming weeks and is soliciting ideas to support tourism in Great Falls, Montana. MAGIE will adjust their event dates next year with hopes to improve attendance and overnight stays.

10:27 | 11. Public Comment – Ron Korb, Becky Amaral-Miller

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

No public comment.

10:30 | 12. Executive Director Review – Ron Korb, Becky Amaral-Miller

Convention and Visitors Bureau Board of Directors enter Executive Session to discuss the annual performance review of Executive Director.

CVB ACTION TAKEN

Motion made to close meeting for Executive Session. Seconded. No Discussion. All in Favor. None opposed. The motion passed.

Tourism Business Improvement District Board of Directors enter Executive Session to discuss the annual performance review of Executive Director.

TBID ACTION TAKEN

Motion made to close meeting for Executive Session. Seconded. No discussion. All in favor. None opposed. The motion passed.

CVB ACTION TAKEN

Motion made to reopen meeting at 10:45. Seconded. No discussion. All in favor. None opposed. The motion passed.

TBID ACTION TAKEN

Motion made to reopen meeting at 10:45. Seconded. No discussion. All in favor. None opposed. The motion passed.

After Executive Session, Tourism Business Improvement District Board of Directors will act as deemed necessary.

#### TBID ACTION TAKEN

Motion made to provide Executive Director a \$10,000 bonus, a directive to manage total payroll expenses to an overall cap of 25% of lodging tax, membership, and TBID assessments with bonus recommendations approved by the Executive Committees, and the following goals: Continue to recruit, train and retain employees of the tourism team. Take the knowledge that you have made completing your DMO course and pass that on to them to give them additional knowledge and to give them roots and purpose to stay; Be a voice for the Expo Park improvement and expansion. Continue to offer feedback, background and knowledge to help move the project forward; Continue to evaluate and improve your communication with board members; Continue to grow CVB Membership and focus on Great Falls, Montana events that benefit partners; You and your team do research to educate yourselves on other activities that comparable markets are doing in their communities that we could also do to cultivate event and group gatherings; Increase involvement in TBID sponsored events to be a voice and representation of our organization; Focus on the Visitor Center aspect of Tourism Offices to improve services. Increase hours in summer to be open every day or establish outdoor kiosk for information; Continue growth of TBI D and Bed Tax collections by establishing through marketing and business efforts more overnight stays in Great Falls. Seconded. No discussion. All in favor. None opposed. The motion passed.

10:52 | 13. Adjourn – Ron Korb, Becky Amaral-Miller