



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

Thursday, September 21, 2023 | 9 AM – 10:30 AM | Great Falls Chamber Video Conference Center, 100 1<sup>st</sup> Avenue North, Lower Level Suite

CVB DIRECTORS: Wayne Thares, Steve Herrig, Ron Korb, Susan Shannon, Christina Horton, John Faulkner, Brett Doney, Wendy Lee, Beth Leathem, Brian Thompson, Kellie Pierce, Christina Horton

TBID DIRECTORS: Becky Amaral-Miller, David Buckingham, Jeff Shull, Laurie Price-Mannin

STAFF: Kali Jean Tuckerman, Rebecca Engum, Shannon Newth

GUESTS: Barb Sanem, James Cooler

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

9:02 | 2. Public Comment – Wayne Thares, Becky Amaral-Miller  
Opportunity for public comment related to items on the agenda and related to Tourism in Great Falls, Montana.

No public comment.

9:02 | 3. Consent Agenda – Wayne Thares, Becky Amaral-Miller  
Convention and Visitors Bureau Board of Directors  
a) approve 8-17-2023 Minutes  
b) accept August Financials

**CVB ACTION TAKEN**

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

Tourism Business Improvement District Board of Directors

- a) approve 8-17-2023 Minutes
- b) approve 8-24-2023 Minutes
- c) accept August Financials

**TBID ACTION TAKEN**

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

9:03| 4. CVB Audit – Barb Sanem

Barb Sanem gave report.

9:13 | 5. Recommendation of TBID Trustees – Becky Amaral-Miller

TBID ACTION TAKEN

Motion made to recommend Sandra Johnson-Thares and Peter Jennings be appointed for a four-year term effective 7/1/2023. Seconded. Discussion regarding willingness to serve another term and solicitation for new trustee's produced no applicants. All in favor. None opposed. Motion passed.

9:15 | 6. Great Falls Electric Partnership Proposal – Rebecca Engum

Tourism Business Improvement District Board of Directors approve/deny \$19,500 partnership with start-up professional basketball team, Great Falls Electric.

TBID ACTION TAKEN

Motion made to approve \$10,000 partnership with start-up professional basketball team, Great Falls Electric. Seconded. Discussion to have partnership include courtside or venue banner, tickets for games for every hotel, ads placed in the streaming of the home games; clarified the timing of the 12 games and that the schedule has not yet been set, and partnership contingent on set schedule and signed contract with Montana ExpoPark. All in favor. None opposed. Motion passed.

9:30 | 7. The Newberry Partnership Proposal – Rebecca Engum

Tourism Business Improvement District Board of Directors approve/deny 3-year \$50,000 a year partnership with The Newberry.

TBID ACTION TAKEN

Motion made to approve 2-year \$70,000 partnership with The Newberry with a \$40,000 investment the first year and \$30,000 the second year, with option to renegotiate at year two. Seconded. Discussion around the large dollar investment versus the total rooms generated historically. The Newberry is a year-round attraction for Great Falls and the time needed to establish the venue as a top of mind Montana venue. Concern about long-term partnership and the need to reduce the amount expended for the partnership. All in favor. None opposed. Motion passed.

9:50 | 8. Central Montana Travel Planner Ad – Rebecca Engum

Convention and Visitors Bureau Board of Directors approve/deny placement of a full-page ad in Central Montana's 2024 Travel Planner.

Tourism Business Improvement District Board of Directors approve/deny placement of a full-page ad in Central Montana's 2024 Travel Planner.

CVB ACTION TAKEN

Motion made to approve placement of a full-page ad in Central Montana's 2024 Travel Planner. Seconded. Discussion regarding if there would be two ads or if just one, cost of the ad, where it would be located. All in favor. None opposed. Motion passed.

TBID ACTION TAKEN

Motion made to approve placement of a full-page ad in Central Montana's 2024 Travel Planner. Seconded. Discussion regarding if there would be two ads or if just one, cost of the ad, where it would be located. All in favor. None opposed. Motion passed.

9:54 | 9. Investment Strategy – Rebecca Engum

Tourism Business Improvement District Board of Directors approve/deny Executive Committee to interview and select a Financial Planner, work with selected Financial Planner on immediate money market strategy and amount, and to create a draft Investment Policy for long-term investing strategy for Board consideration.

**TBID ACTION TAKEN**

Motion made to approve Executive Committee to interview and select a Financial Planner, work with selected Financial Planner on immediate money market strategy and amount, and to create a draft Investment Policy for long-term investing strategy for Board consideration. Seconded. Discussion regarding resources available to help, confirming how the funds earned from investment can be used, confirming with the City of Great Falls concerns, and that regulations required for what investments can be made. All in favor. None opposed. Motion passed.

10:00 | 10. FY24 Budget Amendment – Rebecca Engum

Tourism Business Improvement District Board of Directors approve/deny FY24 Budget Amendment of \$3,949 increase in assessment funds for \$1,105 to Personnel and \$2,844 to Website.

**TBID ACTION TAKEN**

Motion made to approve FY24 Budget Amendment of \$3,949 increase in assessment funds for \$1,105 to Personnel and \$2,844 to Website. Seconded. No discussion. All in favor. None opposed. Motion passed.

10:12 | 11. Reports

a) Marketing – Shannon Newth & Rebecca Engum

Shannon Newth & Rebecca Engum gave reports.

b) Business Development – Kali Jean Tuckerman

Kali Jean Tuckerman gave report.

c) Executive Director – Rebecca Engum

Rebecca Engum gave report.

**CVB ACTION TAKEN**

Motion made to approve location change of monthly CVB board meeting to University of Providence pending usage of room is included in University of Providence partnership agreement. Seconded. No discussion. All in favor. None opposed. Motion passed.

**TBID ACTION TAKEN**

Motion made to approve location change of monthly TBID board meeting to University of Providence pending usage of room is included in University of Providence partnership agreement. Seconded. No discussion. All in favor. None opposed. Motion passed.

10:31 | 12. Director Open Discussion – Wayne Thares, Becky Amaral-Miller

Opportunity for Directors share items impacting Great Falls, Montana and Tourism.

Discussion topics could include but are not limited to:

- Has there been changes in services?
- Are you embarking on new initiatives?

- Do you have updates regarding ongoing initiatives and important efforts?
- Is there something new and exciting developing?
- Are there noticeable trends in customers, requests?
- Is there something you see coming that could create potential issues?
- What events are three months out that would bring non-Great Falls attendance?
- What new ideas have you been thinking could grow tourism in Great Falls?

Great Falls International Airport working on air service to California. Great Falls International Airport also working with Dick Anderson Construction on three industrial condos. Central Montana Tourism working on strategic plan. Capital campaign has started on the Aim High facility and had a big start with Scheels providing \$1 million for naming rights, to include \$26,000 from local employees. Diseased and dying trees will be removed from parks around the city. Women's Expo coming up next weekend at Montana ExpoPark. Touro has successfully launched. Great Falls Development Authority working on feasibility for veterinarian school. Housing production is number one priority for GFDA. GFDA has request for proposals out for downtown market assessment. Will be issuing an RFP on energy development and another on transportation and logistics. Crystal Inn redoing pool. Bighorn seeing a lot of out-of-town traffic in shoulder season. Hi-Line Climbing hosting climbing competition on October 21<sup>st</sup>. Grant application submitted for pump track. Downtown planning for fall and holiday season events. Ladies Night event in November downtown. 14<sup>th</sup> Annual Downtown Conference in October. Total of 48 murals now downtown with the addition of 12 from August's ArtsFest. New online mural trail available using QR code posted on signs downtown. Scheels hosting Shop for a Cause ticketed event coming up on October 15<sup>th</sup>. Scheels will have Trick-or-Treating at store on Halloween. CM Russell looking for a new executive director.

10:59 | 13. Public Comment – Wayne Thares, Becky Amaral-Miller

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

No public comment.

10:59 | 14. Adjourn – Wayne Thares, Becky Amaral-Miller