



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

Thursday, October 19, 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, Ron Korb, Wendy Lee, Dan Moreno, John Hayes

TBID DIRECTORS: Becky Amaral-Miller, David Buckingham, Jeff Shull, Peter Jennings

STAFF: Kali Jean Tuckerman, Rebecca Engum, Shannon Newth

9:03 | 1. Welcome, Introductions, Call to Order – Wayne Thares, Jeff Shull

9:04 | 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.

9:04 | 3. Consent Agenda – Wayne Thares, Jeff Shull

Convention and Visitors Bureau Board of Directors

- a) approve 9-21-2023 Minutes
- b) accept September 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 9-21-2023 Minutes
- b) accept September Financials

**TBID ACTION TAKEN**

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

9:05 | 5. Montana PRCA Circuit Finals Sponsorship Proposal – Rebecca Engum

Tourism Business Improvement District Board of Directors approve/deny \$10,000 sponsorship of Montana PRCA Circuit Finals Rodeo in Great Falls January 11-13, 2024 at Montana ExpoPark.

**TBID ACTION TAKEN**

Motion made to approve \$10,000 sponsorship of Montana PRCA Circuit Finals Rodeo. Seconded. Discussion on value of benefits received. All in favor. None opposed. Motion passed.

9:08 | 6. Open D.A. Davidson Account – Rebecca Engum

Tourism Business Improvement District Board of Directors approve/deny opening account at D.A. Davidson and appoint Chair, Vice Chair, Secretary/Treasurer, and Executive Director as Control Persons.

#### TBID ACTION TAKEN

Motion made to approve opening account at D.A. Davidson and appoint Chair, Vice Chair, Secretary/Treasurer, and Executive Director as Control Persons. Seconded. Discussion regarding commission, terms and rates of investments, and accessibility to funds. All in favor. None opposed. Motion passed.

#### 9:12 | 4. Short-Term Rental Member Benefits – Wayne Thares

Discussion regarding CVB Member benefits for Short-Term Rentals.

Wayne Thares led discussion regarding CVB Member benefits for Short-Term Rentals.

#### 9:24 | 7. Quarterly FY24 Plan Progress Report – Rebecca Engum

Rebecca Engum provided update on FY24 Plan progress.

#### 9:45 | 8. Reports

##### a) Marketing – Shannon Newth

Shannon Newth provided report.

##### b) Business Development – Kali Jean Tuckerman

Kali Jean Tuckerman provided report.

##### c) Executive Director – Rebecca Engum

Rebecca Engum provided report.

#### 9:57 | 9. Director Open Discussion – Wayne Thares, Jeff Shull

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?

Taven Association had three-day event in Great Falls that had good reception. Montana Grain Growers will have their conference and meeting at Montana ExpoPark in November.

Circus Monster Mash is happening this evening, 4-H holding event this weekend, next weekend Fright Fest, Little Texas, RV sale at Montana ExpoPark. Scheels hosted Shop for a Cause last Sunday with ticket proceeds to Great Falls Food Bank. Scheels also hosting Trick-or-Treating event. Reindeer not coming to Scheels this year. Pool renovations continue at Crystal Inn. KMON hosting MAGIE in January. Townsquare's Women's Expo went well and vendors did well. Downtown trick-or-treating will occur. Annie's will celebrate second anniversary in early December. "funhundred block party" celebrations being discussed. Aim High is progressing as planned. Slide and parking lot have been installed. Waterfowl Roundup Friday .Moose sighting report along River's Edge Trail, use caution in the area. Celtic Cowboy celebrating 10 years in business on November 29<sup>th</sup> and will have an event. Sun Country Airlines announced service in Missoula and Billings.

10:14 | 10. Public Comment – Wayne Thares, Becky Amaral-Miller

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

No public comment.

10:14 | 11. Adjourn – Wayne Thares, Jeff Shull