



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

Thursday, November 16, 2023 | 9 AM – 10:30 AM | Zoom

<https://us02web.zoom.us/j/5456501810?pwd=WjlYbXp5dki5MjEzNEMwZ2ZVT3RDUT09>

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

9:05 | 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.

9:10 | 3. Consent Agenda – Wayne Thares, Becky Amaral-Miller  
Convention and Visitors Bureau Board of Directors  
a) approve 10-19-2023 Minutes  
b) accept October Financials  
c) 990 Review

Tourism Business Improvement District Board of Directors  
a) approve 10-19-2023 Minutes  
b) accept October Financials

9:15 | 4. TBID Audit Review – Brett Gaare

9:20 | 5. Voices of Montana Tourism Update – Dax Shieffer

9:30 | 6. Montana Travel Association Update – Dax Shieffer

9:40 | 7. Close Accounts – Rebecca Engum  
Tourism Business Improvement District Board of Directors approve/deny closing Stockman Bank Money Market, First Interstate Bank CD, and First Interstate Bank Repurchase Account

9:45 | 8. Open Accounts – Rebecca Engum  
Tourism Business Improvement District Board of Directors approve/deny opening Treasury Bond and Business Indexed Money Market at First Interstate Bank.

9:50 | 9. Organizational Support – Rebecca Engum  
Convention and Visitors Bureau Board of Directors approve/deny \$5,000 of general funds to support Montana Travel Association.

Tourism Business Improvement District Board of Directors approve/deny \$5,000 to support Voices of Montana Tourism.

10:00 | 10. Discuss Changes with Previous Commitments – Rebecca Engum  
Tourism Business Improvement District Board of Directors act as needed.

10:10 | 11. Reports  
a) Marketing – Shannon Newth & Rebecca Engum

- b) Business Development – Rebecca Engum
- c) Executive Director – Rebecca Engum

10:20 | 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?

10:25 | 13. Public Comment – Wayne Thares, Becky Amaral-Miller  
Opportunity for public comment related to Tourism in Great Falls, Montana.

10:30 | 14. Adjourn – Wayne Thares, Becky Amaral-Miller