



**Boards of Directors Meeting Minutes  
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=WjlYbXp5dktl5MjEzNEMwZ2ZVT3RDUT09>

CVB DIRECTORS: Wayne Thares, Steve Herrig, Ron Korb, Susan Shannon, Christina Horton, Wendy Lee, Dan Moreno, John Hayes, Brian Thompson, Brett Doney, Beth Leatham, John Faulkner, Kellie Pierce, Emily Wolfram

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

STAFF: Rebecca Engum, Shannon Newth

GUESTS: Brett Gaare, Jenn Rowell

9:02 | 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.

No public comment.

9:05 | 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

**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 10-19-2023 Minutes  
b) accept October Financials

**TBID ACTION TAKEN**

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

9:07 | 4. TBID Audit Review – Brett Gaare

Audit report given by Brett Gaare.

9:12 | 5. 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

**TBID ACTION TAKEN**

Motion made to approve closing Stockman Bank Money Market, First Interstate Bank CD, and First Interstate Bank Repurchase Account. Seconded. No discussion. All in favor. None opposed. Motion passed.

**9:16 | 6. 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.

**TBID ACTION TAKEN**

Motion made to approve opening Treasury Bond and Business Indexed Money Market at First Interstate Bank. Seconded. Discussion about Treasury Bond interest rate. All in favor. None opposed. Motion passed.

**9:18 | 7. Discuss Changes with Previous Commitments – Rebecca Engum**

Tourism Business Improvement District Board of Directors act as needed.

No action taken.

**9:36 | 8. Reports**

**a) Marketing – Shannon Newth & Rebecca Engum**

Shannon Newth and Rebecca Engum provided reports.

**b) Business Development – Rebecca Engum**

Rebecca Engum provided report.

**c) Executive Director – Rebecca Engum**

Rebecca Engum provided report.

**9:48 | 9. 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?

Tavern Association Annual Dinner is coming up. Montana Board of Horse Racing approved contract with the Great Falls Turf Club for six dates of horse racing in July of 2024. Results of a feasibility study about a possible veterinarian school in Great Falls will be released. A Downtown Market Assessment will look at demand for varying industries downtown and across Great Falls. TownPlace Suites is under construction. Montana Performing Arts Consortium is planning for their October 2024 conference, which will again be held in Great Falls. Scheels holiday sales start on Sunday. The Ghostbusters car will be there to collect toys for Toys for Tots on November 25. Some hotels are seeing an uptick in Canadian travelers for Black Friday weekend. Aim High is still on track for May 2024 opening. Playground and pavilion being added to Kranz Park. Vandalisms occurring at parks including recent vandalism of Coach Brady statue. The new baggage system at Great Falls International Airport is scheduled to open next week. September and October numbers were stronger than June and up 15% and 14% respectively over same months in 2019. In works with ultra-low coast carrier. Alaska Airlines is bringing back a morning flight next year. Annie's Tap House will host their first anniversary party on December 2<sup>nd</sup>. Annie's continues to have music bingo on Tuesday. MAGIE will be back in January. Keeping with Wednesday, Thursday, Friday days this year. Holiday Happenings, boxing, Optimist Christmas tree lot, Grain Growers Association convention all coming up at Montana ExpoPark in the next month. Ladies Night downtown tonight, Parade of Lights, Christmas Stroll coming up in the next weeks. Crystal Inn's pool is being remodeled.

10:11 | 10. Public Comment – Wayne Thares, Becky Amaral-Miller

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

No additional public comment.

10:11 | 11. Adjourn – Wayne Thares, Becky Amaral-Miller