



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

Thursday, December 21, 2023 | 9 AM – 11:05 AM | University of Providence, McLaughlin Center, Providence Forum, 1415 20th Street South, Great Falls MT and Zoom:
<https://us02web.zoom.us/j/5456501810?pwd=WjlYbXp5dki5MjEzNEMwZ2ZVT3RDUT09&omn=89541467659>

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

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

STAFF: Rebecca Engum, Shannon Newth, Kali Jean Tuckerman

GUESTS: Darren Rudloff, Berkeley Young, Madelyn Matlock, Dax Schieffer

9:01 | 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 11-16-2023 Minutes
b) accept November 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 11-16-2023 Minutes
- b) accept November Financials

TBID ACTION TAKEN

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

9:06 | 4. Voices of Montana Tourism Update – Dax Schieffer

Schieffer provided update.

9:012 | 5. Montana Travel Association Update – Dax Schieffer

Schieffer provided update.

9:23 | 6. Organizational Support – Rebecca Engum

Convention and Visitors Bureau Board of Directors approve/deny \$5,000 of general funds to support Montana Travel Association.

CVB ACTION TAKEN

Motion made to approve \$5,000 of general funds to support Montana Travel Association.. Seconded. Discussion of previous support. All in favor. None opposed. Motion passed.

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

TBID ACTION TAKEN

Motion made to approve \$5,000 to support Voices of Montana Tourism. Seconded. Discussion about splitting funds between lodging tax and assessments. Discussion about continued support for greater representation of Great Falls in state level efforts. All in favor. None opposed. Motion passed.

9:27 | 7. Presentation and Discussion of Great Falls Montana Tourism Strategic Plan and Comprehensive Strategic Tourism Master Plan for Great Falls, Montana – Berkeley Young and Darren Rudloff

Young presented Great Falls Montana Tourism Strategic Plan. Rudloff presented Master Plan for Travel Industry Growth in Great Falls, Montana.

10:57 | 8. Public Comment – Wayne Thares, Becky Amaral-Miller

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

No public comment.

11:00 | 9. Adjourn – Wayne Thares, Becky Amaral-Miller