



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

Thursday, January 18, 2024 | 9 AM – 10:30 AM | University of Providence, McLaughlin Center,  
Providence Forum, 1415 20th Street South, Great Falls MT

**CVB DIRECTORS:** Wayne Thares, Wendy Lee, Dan Moreno, John Hayes, Kellie Pierce, Emily Wolfram, Susan Shannon, Steve Herrig, Beth Leatham

**TBID DIRECTORS:** David Buckingham, Jeff Shull, Sandra Thares, Peter Jennings,

**STAFF:** Rebecca Engum, Shannon Newth, Kali Jean Tuckerman

**GUESTS:** Berkeley Young, Jenn Gallmeier

9:09 | 1. Welcome, Introductions, Call to Order – Wayne Thares, Jeff Shull

9:12 | 2. Public Comment – Wayne Thares, Jeff Shull

Opportunity for public comment related to items on the agenda and related to  
Tourism in Great Falls, Montana.

No public comment.

9:12 | 3. Questions on Submitted Reports – Wayne Thares, Jeff Shull

No questions.

9:13 | 4. Consent Agenda – Wayne Thares, Jeff Shull

Convention and Visitors Bureau Board of Directors

- a) approve 12-21-2023 Minutes
- b) accept December 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 12-21-2023 Minutes
- b) accept December Financials

**TBID ACTION TAKEN**

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

9:15 | 5. Great Falls Development Alliance Update – Jenn Gallmeier

Tourism Business Improvement District Board of Directors approve/deny \$5,000  
investment in Great Falls Development Alliance.

Gallmeier gave presentation.

TBID ACTION TAKEN

Motion made to approve \$5,000 investment in Great Falls Development Alliance.  
Seconded. No discussion. All in favor. None opposed. Motion passed.

9:28 | 6. Voyagers Flo Sports – Rebecca Engum

Tourism Business Improvement District Board of Directors approve/deny \$10,000 sponsorship of Flo Sports for 2024 Voyager games.

TBID ACTION TAKEN

Motion made to approve \$10,000 sponsorship of Flo Sports for 2024 Voyager games.  
Seconded. No discussion. All in favor. None opposed. Motion passed.

9:34 | 7. Financial Management Policy – Rebecca Engum

Tourism Business Improvement District Board of Directors approve/deny Finance Management Policy as presented.

TBID ACTION TAKEN

Motion made to approve Finance Management Policy as presented. Seconded. Discussion about security steps to keep funds safe. All in favor. None opposed. Motion passed.

9:39 | 8. Great Falls Montana Tourism Strategic Plan & Great Falls, Montana Travel Industry Growth Plan

9:52 | 9. Membership to Partnership Shift – Wayne Thares

Convention and Visitors Bureau Board of Directors discuss concept and take volunteers for Bylaw Revision Committee.

Bylaw Revision Committee will include Wayne Thares, Ron Korb, Emily Wolfram, and Wendy Lee

9:56 | 10. Executive Director Report – Rebecca Engum

Engum gave report.

10:10 | 11. 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?

Downtown Great Falls Association working on a calendar of summer events and has hired a new Marketing & Events Coordinator. Hotel Arvon and Celtic Cowboy preparing for Western Art Week and St. Patrick's Day events. Bighorn Outdoor Specialists has a Learn to Ski for Free event this Saturday in association with Silver Crest Trails Association and Winter Trails Day is coming up on February 3<sup>rd</sup>. MAGIE is underway right now at Montana ExpoPark. Margarita Meltdown, Wallace Marine Boat Show, Walleye's Banquet, gymnastics, and basketball tournaments are all coming up at Montana ExpoPark. 2024 Montana State Fair announcements are coming soon. Annie's Tap House looking forward to St. Patrick's Day parade. Al Banco has moved in full-time to The Commons location. Montana Performing Arts Consortium will open artist showcase applications on February 12<sup>th</sup> and is planning for October conference. Aim High Center is still scheduled for a May opening. Great Falls Turf Club working with Miles City and Gillette, Wyoming for horse racing events. Six days of horse racing planned for this summer in Great Falls. Scheels scheduling bat demonstration for March and also planning to bring Santa and Mrs. Claus to the store next holiday season. Boy Scouts will be camping this weekend at Camp Rotary.

10:26 | 12. Public Comment – Wayne Thares, Jeff Shull

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

No public comment.

10:26 | 13. Adjourn – Wayne Thares, Jeff Shull