



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

Thursday, February 15, 2024 | 9 AM – 10:30 AM | University of Providence, McLaughlin Center, Providence Forum, 1415 20th Street South, Great Falls MT

**CVB DIRECTORS:** Wendy Lee, Kellie Pierce, Susan Shannon, Steve Herrig, Beth Leatham, Christina Horton, Brian Thompson, Brett Doney, Emily Wolfram, Ron Korb

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

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

**9:01 | 1. Call to Order, Welcome, Introductions – Christina Horton, Becky Amaral-Miller**

**9:02 | 2. Public Comment – Christina Horton, Becky Amaral-Miller**

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

No public comment.

**9:02 | 3. Consent Agenda – Christina Horton, Becky Amaral-Miller**

Convention and Visitors Bureau Board of Directors

- a) approve [1-18-2024](#) Minutes
- b) accept [January](#) 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 [1-18-2024](#) Minutes
- b) accept [January](#) Financials

**TBID ACTION TAKEN**

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

**9:04 | 4. Questions on Business Development or Marketing Reports – Christina Horton, Becky Amaral-Miller**

No questions.

**9:05 | 6. Great Falls Public Schools Financial Support – Rebecca Engum**

Tourism Business Improvement District Board of Directors consider action to approve/deny \$8,750 to support [Great Falls Public Schools](#) hosting AA Dual Wrestling, AA-A State Swimming, District 8C Girls and Boys Basketball, and State AA-C Track.

**TBID ACTION TAKEN**

Motion made to approve \$8,750 to support Great Falls Public Schools. Seconded. No discussion. All in favor. None opposed. Motion passed.

**9:08| 8. Treasure State Outdoors Riverside Kayak Partnership – Rebecca Engum**

Tourism Business Improvement District Board of Directors consider action to approve/deny \$6,000 for a 5-year partnership with [Treasure State Outdoors](#) on a riverside kayak kiosk.

**TBID ACTION TAKEN**

Motion made to approve \$6,000 5-year partnership with Treasure State Outdoors. Seconded. Discussion regarding expansion, actual location. All in favor. None opposed. Motion passed.

**9:15 | 7. DISCUSSION: Management Agreement with Central Montana – Rebecca Engum**

Consensus reached to consider further.

**9:36| 5. Travel Industry Growth Plan and Great Falls Montana Tourism Strategic Plan Feedback – Rebecca Engum**

Feedback provided.

**9:47 | 9. ROUNDTABLE BREAKOUT: Marketing Ideas for Workforce Stays/Conventions – Kali Jean Tuckerman**

Breakout conducted.

**10:12 | 10. Executive Director Report – Rebecca Engum**

Engum provided report.

**10:25 | 11. Director Open Discussion – Christina Horton, Becky Amaral-Miller**

Opportunity for Directors to 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?

CM Russell Exhibition opening today from 4-6 pm. Electric City Bike Park has purchased bike park design and has started Instagram page and fundraising efforts. Downtown Great Falls planning for summer events and hired new marketing person. Aim High Center still on

track for May opening. Women's Expo scheduled for October. Scheels preparing for annual summer events. Montana Performing Arts Consortium soliciting applications for showcase.

**10:32 | 12. Public Comment – Christina Horton, Becky Amaral-Miller**

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

No public comment.

**10:33 | 13. Adjourn – Christina Horton, Becky Amaral-Miller**