



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

Thursday, March 21, 2024 | 9 AM – 10:30 AM | [University of Providence, McLaughlin Center, Providence Forum, 1415 20th Street South, Great Falls MT](#)

9:00 | 1. Call to Order, Welcome, Introductions – 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 [2-15-2024 Minutes](#)

b) accept [February](#) Financials

Tourism Business Improvement District Board of Directors

a) approve [2-15-2024 Minutes](#)

b) accept [February](#) Financials

9:15 | 4. Questions on Business Development or Marketing Reports – Wayne Thares, Becky Amaral-Miller

9:17 | 5. New Workstations – Rebecca Engum

Tourism Business Improvement District Board of Directors approve up to \$10,000 for [new workstations](#).

9:20 | 6. Great Falls Montana Tourism Strategic Plan – Rebecca Engum

Convention and Visitors Bureau Board of Directors adopt/reject [Great Falls Montana Tourism Strategic Plan](#).

Tourism Business Improvement District Board of Directors adopt/reject [Great Falls Montana Tourism Strategic Plan](#).

9:30 | 7. Management Plan with Central Montana – Rebecca Engum

Tourism Business Improvement District Board of Directors provide input on draft management plan.

9:40 | 8. Placer.ai and MINT+ Event Impact Tool Subscriptions – Rebecca Engum

Convention and Visitors Bureau Board of Directors approve/deny securing Placer.ai data and MINT+ Event Impact Tool annual subscriptions with remaining ARPA funding.

Tourism Business Improvement District Board of Directors approve/deny securing Placer.ai data and MINT+ Event Impact Tool annual subscriptions with remaining ARPA funding.

**9:50 | 9. ROUNDTABLE BREAKOUT: What events could be created or expanded to better benefit the travel industry in Great Falls, Montana?**

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

**10:20 | 11. Director Open Discussion – Wayne Thares, 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?

**10:25 | 12. Public Comment – Wayne Thares, Becky Amaral-Miller**

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

**10:30 | 13. Adjourn – Wayne Thares, Becky Amaral-Miller**