



**Boards of Directors Meeting Minutes
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](#)

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

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

STAFF: Rebecca Engum, Shannon Newth, Kali Jean Tuckerman

9:00 | 1. Call to Order, Welcome, Introductions – Wayne Thares, Becky Amaral-Miller

9:02 | 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.

9:02 | 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

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 [2-15-2024 Minutes](#)
- b) accept [February](#) Financials

TBID ACTION TAKEN

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

9:23 | 4. Questions on Business Development or Marketing Reports – Wayne Thares, Becky Amaral-Miller

No questions.

9:23 | 5. New Workstations – Rebecca Engum

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

TBID ACTION TAKEN

Motion made to approve up to \$10,000 for new workstations. Seconded. Discussion regarding repurposing other spaces. All in favor. None opposed. Motion passed.

9:03 | 6. Great Falls Montana Tourism Strategic Plan – Rebecca Engum

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

CVB ACTION TAKEN

Motion made to approve Great Falls Montana Tourism Strategic Plan. Seconded. Discussion regarding partner feedback. All in favor. None opposed. Motion passed.

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

TBID ACTION TAKEN

Motion made to approve Great Falls Montana Tourism Strategic Plan. Seconded. Discussion regarding partner feedback. All in favor. None opposed. Motion passed.

9:28 | 7. Management Plan with Central Montana – Rebecca Engum

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

Broad provided input about Management Plan with Central Montana.

9:08 | 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.

CVB ACTION TAKEN

Motion made to approve securing Placer.ai data and MINT+ Event Impact Tool up to \$31,000. Seconded. Discussion about cost, funding source, usage, what data is provided, and intent of using the data. All in favor. None opposed. Motion passed.

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

TBID ACTION TAKEN

Motion made to approve securing Placer.ai data and MINT+ Event Impact Tool up to \$31,000. Seconded. Discussion about cost, funding source, usage, what data is provided, and intent of using the data. All in favor. None opposed. Motion passed.

9:41 | 9. ROUNDTABLE BREAKOUT: What events could be created or expanded to better benefit the travel industry in Great Falls, Montana?

Breakout conducted.

10:05 | 10. Executive Director Report – Rebecca Engum

Engum provided report.

10:12 | 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?

GFDA looking at lending funds, newly available through SB540 to spur more recreation and new business opportunities. Grant approved to support CMR auditorium renovation. Touro has signed up more than 100 students for second class. Montana ExpoPark saw great traffic for Western Art Week and multiple weeks of basketball. Home & Garden Show coming up, along with Shrine Circus, fights, and graduation events. Scheels hosting bat demo. Scheels hosting weeklong Easter egg scavenger hunt. After-hours Shop for a Cause for Montana Vet Program at Scheels in April. Lady Argos playing in NAIA Sweet 16 today. Downtown and businesses preparing for Mimosa Showdown in May. Singo growing at Annie's Tap House. Confero Mixer in early April. Malmstrom Poker Tournament coming up. Montana Women's Expo in October. Craft Beer Week June 17th-22nd, with Brew Fest on 22nd. Russell Auction went well for Western Art Week. Bighorn is very busy with bicyclists right now. Crystal Inn pool should open next week. Pump Track received grant. Great Falls Bike Club hosting road bike tour and race near Cascade and Wolf Creek in June. Celtic Cowboy had four straight nights of live music during Western Art Week and St. Patrick's Day. Hotel Arvon implementing digital keys. Tentative opening date for Aim High June 15th, memberships go on sale next week.

10:31 | 12. Public Comment – Wayne Thares, Becky Amaral-Miller

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

No public comment.

10:31 | 13. Adjourn – Wayne Thares, Becky Amaral-Miller