



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

Thursday, April 18, 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 [3-21-2024 Minutes](#)
- b) accept [March Financials](#)

Tourism Business Improvement District Board of Directors

- a) approve [3-21-2024 Minutes](#)
- b) accept [March Financials](#)

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

9:20 | 5. 2025 Plan and Budget – Rebecca Engum

Convention and Visitors Bureau Board of Directors approve/deny [2025 Plan and Budget](#).

Tourism Business Improvement District Board of Directors approve/deny [2025 Plan and Budget](#).

9:40 | 6. Insurance Policies Transfer; New Drone Policy – Rebecca Engum

Convention and Visitors Bureau Board of Directors approve/deny moving all policies at Hub International to Cogswell Insurance.

Tourism Business Improvement District Board of Directors approve/deny moving all policies at Marsh-McLennan Agency to Cogswell Insurance.

Tourism Business Improvement District Board of Directors approve/deny securing [commercial drone insurance](#) with Cogswell Insurance.

9:45 | 7. CVB Bylaw Revisions – Wayne Thares

Convention and Visitors Bureau Board of Directors adopt/reject revised [CVB Bylaws](#) as presented.

9:55 | 8. 4th of July Hootenanny Sponsorship – Rebecca Engum

Tourism Business Improvement District Board of Directors approve/deny \$2,500 sponsorship for [4th of July Hootenanny featuring Rodney Atkins](#).

10:00 | 9. ROUNDTABLE BREAKOUT: What opportunities would be most beneficial for tourism to offer for local businesses that support our mission?

10:15 | 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