



Boards of Directors Meeting Minutes
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](#)

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

TBID DIRECTORS: Becky Amaral-Miller, Sandra Johnson-Thares, David Buckingham, Jeff Shull

STAFF: Rebecca Engum, Shannon Newth, Kali Jean Tuckerman

9:04 | 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.

No public comment.

9:05 | 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](#)

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

TBID ACTION TAKEN

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

9:06 | 4. Questions on Business Development or Marketing Reports – Wayne Thares, Becky Amaral-Miller

No questions.

9:07 | 5. 2025 Plan and Budget – Rebecca Engum

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

CVB ACTION TAKEN

Motion made to approve 2025 Plan and Budget. Seconded. Discussion about format for Great Falls event. All in favor. None opposed. Motion passed.

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

TBID ACTION TAKEN

Motion made to approve 2025 Plan and Budget. Seconded. No discussion. All in favor. None opposed. Motion passed.

9:27 | 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.

CVB ACTION TAKEN

Motion made to approve moving all policies at Hub International to Cogswell Insurance. Seconded. Discussion. All in favor. None opposed. Motion passed.

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

TBID ACTION TAKEN

Motion made to approve moving all policies at Hub International to Cogswell Insurance. Seconded. Seconded. No discussion. All in favor. None opposed. Motion passed.

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

TBID ACTION TAKEN

Motion made to approve commercial drone insurance with Cogswell Insurance. Seconded. Discussion about cost and scope of coverage. All in favor. None opposed. Motion passed.

9:35 | 7. CVB Bylaw Revisions – Wayne Thares

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

CVB ACTION TAKEN

Motion made to approve revised CVB Bylaws as presented. Seconded. Discussion about current bylaws and how new bylaws would affect budget and structure. All in favor. None opposed. Motion passed.

9:39 | 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](#).

TBID ACTION TAKEN

Motion made to approve \$2,500 sponsorship for 4th of July Hootenanny. Seconded. Discussion about scope of sponsorship and what it would cover. All in favor. None opposed. Motion passed.

9:42 | 9. ROUNDTABLE BREAKOUT: What opportunities would be most beneficial for tourism to offer for local businesses that support our mission?

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

Engum provided report.

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?

Hours mermaids swim at Sip N Dip will be sent out soon via email. Final leg of horse racing series will be in Great Falls this summer. Shrine Circus in town this weekend. Next weekend is Great Falls Custom Car Show, then graduation events, and Dusty Gliko event at Montana ExpoPark. Pool is open now at Crystal Inn. Great Falls Development Alliance has released new housing demand study. Chamber of Commerce president hired. Next project with Calumet will start in March. Fire Within event this evening. Downtown Great Falls in full swing for planning for summer events including Cruisin' the Drag, Mimosa Showdown, Craft Beer Week, Night Markets, Downtown Summer Jam, pedlets going out. Park & Rec gearing up for summer and opening of Aim High. Townsquare Media putting on Women's Expo in early October. Shop For A Cause on Sunday at Scheels. Montana Performing Arts Consortium planning October conference and performing event at Mansfield.

10:33 | 12. Public Comment – Wayne Thares, Becky Amaral-Miller

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

No public comment.

10:33 | 13. Adjourn – Wayne Thares, Becky Amaral-Miller