



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

Thursday, May 16, 2024 | 9 AM – 10:30 AM | University of Providence, McLaughlin Center,
Providence Forum, 1415 20th Street South, Great Falls MT

9:00 | 1. Early Networking with Treats, 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 [4-18-2024 Minutes](#)
- b) accept [April](#) Financials

Tourism Business Improvement District Board of Directors

- a) approve [4-18-2024 Minutes](#)
- b) accept [April](#) Financials

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

9:20 | 5. 2024 Paid Media YTD – Heather Burcham and Stefanie Brown

An overview of paid media efforts, creative approach, and messaging.

9:45 | 6. FY24 Budget Amendment – Rebecca Engum

Convention and Visitors Bureau Board of Directors approve/deny [FY24 Budget Amendment](#) as presented.

Tourism Business Improvement District Board of Directors approve/deny [FY24 Budget Amendment](#) as presented.

9:55 | 7. Nominations Committee Appointment – Wayne Thares

10:00 | 8. ROUNDTABLE BREAKOUT: What should we be considering for paid media efforts for FY25?

10:15 | 9. Executive Director Report – Rebecca Engum

10:20 | 10. 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:

- Have 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 | 11. Public Comment – Wayne Thares, Becky Amaral-Miller

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

10:30 | 12. Adjourn – Wayne Thares, Becky Amaral-Miller