



Boards of Directors Meeting Minutes
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

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

TBID DIRECTORS: David Buckingham, Jeff Shull, Peter Jennings, Sandra Johnson-Thares

GUESTS: George Johnson, Stefanie Brown, Heather Burcham

STAFF: Rebecca Engum, Shannon Newth, Kali Jean Tuckerman

9:08 | 1. Early Networking with Treats, Call to Order, Welcome, Introductions – Wayne Thares, Sandra Johnson-Thares

9:09 | 2. Public Comment – Wayne Thares, Sandra Johnson-Thares

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, Sandra Johnson-Thares

Convention and Visitors Bureau Board of Directors

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

TBID ACTION TAKEN

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

9:11 | 4. Questions on Business Development or Marketing Reports – Wayne Thares, Sandra Johnson-Thares

No questions.

9:13| 5. 2024 Paid Media YTD – Heather Burcham and Stefanie Brown

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

Brown and Burcham gave presentation.

9:37 | 6. FY24 Budget Amendment – Rebecca Engum

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

CVB ACTION TAKEN

Motion made to approve FY24 Budget Amendment. Seconded. No discussion. All in favor. None opposed. Motion passed.

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

TBID ACTION TAKEN

Motion made to approve FY24 Budget Amendment. Seconded. No discussion. All in favor. None opposed. Motion passed.

9:41 | 7. Nominations Committee Appointment – Wayne Thares

Beth Leathem, Dan Moreno, and Emily Wolfram appointed to nominations committee.

9:45 | 8. ROUNDTABLE BREAKOUT: What should we be considering for paid media efforts for FY25?

10:01 | 9. Executive Director Report – Rebecca Engum

Engum provided report.

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?

Montana Performing Arts Consortium going through submissions for October showcase. Bighorn Outdoor Specialists fielding calls and questions from all over North America about outdoor recreation in Great Falls area. Downtown businesses gearing up for Mimosa Showdown and Craft Beer Week. Park and Rec gearing up for summer and Aim High should open by end of June. Miles City had record number of horses and crowds for horse racing last week and hopefully that will spill into Great Falls later this summer. GFDA is commissioning market demand assessments for recreation and entertainment. International Scout Expo will return to Great Falls in June of 2026. Hoping to bring Cigar and Whiskey event to Great Falls. Voyagers start their season next week. Sip N Dip adding ukulele player on Wednesdays and Thursdays this summer on revamped patio. Women's Expo coming up this fall. Hot Tub sale at Montana ExpoPark this weekend before graduations and Dusty Gliko Bull Riding Challenge on June 1st. Montana State Fair concert tickets go on sale Saturday. Treasure State Outdoors kayak rentals starting soon. Tony Romo's opening end of June. Holiday Inn in process of developing additional convention space.

10:26 | 11. Public Comment – Wayne Thares, Becky Amaral-Miller

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

No public comment.

10:27 | 12. Adjourn – Wayne Thares, Becky Amaral-Miller