



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

Thursday, June 20, 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 – Ron Korb, Sandra Johnson-Thares

9:05 | 2. Public Comment – Ron Korb, 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 – Ron Korb, Sandra Johnson-Thares

Convention and Visitors Bureau Board of Directors

- a) approve [5-16-2024](#) Minutes
- b) accept [May](#) Financials

Tourism Business Improvement District Board of Directors

- c) approve [5-16-2024](#) Minutes
- d) accept [May](#) Financials

9:15 | 4. Questions on Business Development or Marketing Reports – Ron Korb, Sandra Johnson-Thares

9:20 | 5. FY2025 Media Plan – Heather Burcham

Convention and Visitors Bureau Board of Directors approve/reject [FY25 Media Plan](#) as presented.

Tourism Business Improvement District Board of Directors approve/reject [FY25 Media Plan](#) as presented.

9:35 | 6. Treasure State Cowboy Mounted Shooting Association Sponsorship – Kali Jean Tuckerman

Tourism Business Improvement District Board of Directors approve/reject sponsoring the Treasure State Cowboy Mounted Shooting Association with \$2,500 of added purse money for Shoot-Out August 30 – September 1 at 406 Arena.

9:45 | 7. 2024 State Fair Race Meet Horse Racing – Rebecca Engum

Tourism Business Improvement District Board of Directors approve/reject investing \$2,500 for 500 Great Falls Montana Tourism designed tickets for TBID hotels to use for entrance to the [State Fair Race Meet Horse Racing](#) on July 13, 14, 20, 21 and Great Falls Montana Tourism spend \$2,500 in paid media.

9:50 | 8. CVB Director Slate – Beth Leatham

Convention and Visitors Bureau Board of Directors approve/reject Director Slate as presented.

9:55 | 9. CVB Honorary Director Appointment – Ron Korb

Convention and Visitors Bureau Board of Directors approve/reject reappointing representatives from Great Falls International Airport, Central Montana, Great Falls Downtown Association, Cascade County, Cascade County Tavern Association, Great Falls Chamber of Commerce, City of Great Falls, Great Falls Development Alliance, Malmstrom Air Force Base, and Little Shell Tribe and to appoint a representative from Great Falls Realtors Association to serve as Honorary Directors from 7-1-2024 to 6-30-2025.

10:00 | 10. CVB Officer Slate – Beth Leatham

Convention and Visitors Bureau Board of Directors approve/reject officer slate as presented, after nominations accepted from the floor.

10:05 | 11. TBID Perspective Trustee Q & A – Sandra Johnson-Thares

Perspective TBID Trustees ask and have questions asked.

10:10 | 12. TBID Trustee Recommendation – Sandra Johnson-Thares

Tourism Business Improvement District Board of Directors make Trustee recommendations for the Great Falls City Commission to consider, as desired.

10:15 | 13. TBID Officer Slate – Sandra Johnson-Thares

Tourism Business Improvement District Board of Directors elect officers after nominations taken from the floor to serve from July 1, 2024 to June 30, 2025.

Slate Offered:

Chair – Jeff Shull

Vice Chair – Sandra Johnson-Thares

Secretary/Treasurer – Becky Amaral-Miller

10:20 | 14. Executive Director Report – Rebecca Engum

10:25 | 15. Public Comment – Ron Korb, Sandra Johnson-Thares

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

10:30 | 16. Adjourn – Ron Korb, Sandra Johnson-Thares