



Boards of Directors Meeting Minutes
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

CVB DIRECTORS: Steve Herrig, Ron Korb, John Hayes, Wayne Thares, Emily Wolfram, Dan Moreno, Brian Thompson, Beth Leatham, Wendy Lee

TBID DIRECTORS: David Buckingham, Jeff Shull, Sandra Johnson-Thares, Laurie Price

GUESTS: Heather Burcham, Jordan Price

STAFF: Rebecca Engum, Shannon Newth, Kali Jean Tuckerman

9:04 | 1. Call to Order, Welcome, Introductions – Ron Korb, Sandra Johnson-Thares

9:06 | 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.

No public comment

9:06 | 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

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

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

TBID ACTION TAKEN

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

9:08 | 4. Questions on Business Development or Marketing Reports – Ron Korb, Sandra Johnson-Thares

No questions.

9:08 | 5. FY2025 Media Plan – Heather Burcham

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

CVB ACTION TAKEN

Motion made to approve FY25 Media Plan as presented. Seconded. Discussion regarding billboard cost. All in favor. None opposed. Motion passed.

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

TBID ACTION TAKEN

Motion made to approve FY25 Media Plan as presented. Seconded. Discussion regarding billboard cost and location. All in favor. None opposed. Motion passed.

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.

TBID ACTION TAKEN

Motion made to approve sponsoring the Treasure State Cowboy Mounted Shooting Association with \$1,500 of added purse money and \$500 for tourism to market event to attendees. Seconded. Discussion about the draw for the event, amount of room night impact. All in favor. None opposed. Motion passed.

9:34 | 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 designated 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.

TBID ACTION TAKEN

Motion made to approve investing \$2,500 for 500 Great Falls Montana Tourism designated 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. Seconded. Discussion about tracking ticket redemption rate. All in favor. None opposed. Motion passed.

9:40 | 8. CVB Director Slate – Beth Leatham

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

Slate Offered: Ron Korb – 2nd, 3-year term, 7-1-2024 to 6-30-2027

CVB ACTION TAKEN

Motion made to approve Director Slate as presented. Seconded. No discussion. All in favor. None opposed. Motion passed.

9:42 | 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 Montana Performing Arts Consortium, Great Falls Realtors Association to serve as Honorary Directors from 7-1-2024 to 6-30-2025.

CVB ACTION TAKEN

Motion made to approve 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 Montana Performing Arts Consortium, Great Falls Realtors Association to serve as Honorary Directors from 7-1-2024 to 6-30-2025. Seconded. No discussion. All in favor. None opposed. Motion passed.

9:44 | 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.

Slate Offered:

Chair – Ron Korb

Vice Chair – Christina Horton

Secretary/Treasurer – Wendy Lee

CVB ACTION TAKEN

Motion made to approve officer slate as presented. Seconded. No discussion. All in favor. None opposed. Motion passed.

9:47 | 11. TBID Perspective Trustee Q & A – Sandra Johnson-Thares

Perspective TBID Trustees ask and have questions asked.

No action required.

9:47 | 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.

TBID ACTION TAKEN

Motion made to recommend Becky Amaral-Miller and Malissa Hollan be considered by Great Falls City Commission to serve as Trustee to the Tourism Business Improvement

District Board of Directors. Seconded. No discussion. All in favor. None opposed. Motion passed.

9:49 | 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

TBID ACTION TAKEN

Motion made to approve officer slate as presented. Seconded. No discussion. All in favor. None opposed. Motion passed.

9:50 | 14. Executive Director Report – Rebecca Engum

Engum gave report.

9:56 | 15. Public Comment – Ron Korb, Sandra Johnson-Thares

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

Cascade 66 Road Race had around 70 cyclists participating, including out of town riders, which could be directly attributed to tourism's promotion. Sip N' Dip served more than 600 mimosas during Mimosa Showdown, including 10 rooms at the O'Haire who came from out of town for Mimosa Showdown and to explore Great Falls. Scheels hosting shopping event (outside normal hours). Northern route of cross-country bike tour now comes through Great Falls and look for secure places to store bikes.

10:05 | 16. Adjourn – Ron Korb, Sandra Johnson-Thares