



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

Thursday, August 15, 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, Jeff Shull**

**9:05 | 2. Public Comment – Ron Korb, Jeff Shull**

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, Jeff Shull**

Convention and Visitors Bureau Board of Directors

- a) Approve 6-20-2024 Minutes
- b) Accept June Financials
- c) Accept July Financials

Tourism Business Improvement District Board of Directors

- a) Approve 6-20-2024 Minutes
- b) Accept June Financials
- c) Accept July Financials

**9:15 | 4. Questions on Business Development or Marketing Reports – Ron Korb, Jeff Shull**

**9:20 | 5. FY25 Average Weekly Social Media Impression Metric – Shannon Newth**

Convention and Visitors Bureau Board of Directors approve/deny changing FY25 Goal 5 to Average 40,000 weekly organic social media impressions.

Tourism Business Improvement District Board of Directors approve/deny changing FY25 Goal 5 to Average 40,000 weekly organic social media impressions.

**9:25 | 6. Roundtable Discussion: Engagement and Staying the Course – Rebecca Engum**

What do you need before a meeting and what is the best way to use your time at Board Meetings that engages you, makes you feel valued, AND keeps the organization focused on moving strategic efforts forward?

**9:45 | 7. Partnership with Great Falls Americans – Rebecca Engum**

Tourism Business Improvement District Board of Directors approve/deny \$2,500 to wrap the Great Falls Americans bus with Visit Great Falls messaging.

**9:50 | 8. Partnership with University of Providence – Rebecca Engum**

Tourism Business Improvement District Board of Directors approve/deny \$15,000 to partner with University of Providence on sporting events, hosted tournaments, Argo weekend, and integrated communications.

**10:00 | 9. Sponsorship of Montana PRCA Circuit Finals Rodeo – Rebecca Engum**  
Tourism Business Improvement District Board of Directors approve/deny \$10,000 to sponsor 2024 Circuit Finals Rodeo at Montana ExpoPark January 9-11, 2025.

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

**10:15 | 11. Director Sharing – Ron Korb, Jeff Shull**

Opportunity to provide information impacting the Travel Industry and Great Falls, Montana. Items that are good to share include but are not limited to: changes in services, new initiatives, ongoing initiatives/important effort updates, new and exciting developments, noticeable trends in customers/requests, something that could create potential issues/opportunity, events three months away that would bring non-Great Falls attendance, new ideas that could grow tourism in Great Falls.

**10:25 | 12. Public Comment – Ron Korb, Jeff Shull**

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

**10:30 | 13. Adjourn – Ron Korb, Jeff Shull**

NEXT Board Meeting is Thursday, September 26, 2024 at 9 AM