



**TBID MISSION** – *To generate room nights for lodging facilities in the city of Billings by effectively marketing our region as a preferred travel destination.*

**BILLINGS TOURISM BUSINESS IMPROVEMENT DISTRICT  
BOARD OF DIRECTORS MEETING**

**April 8, 2021  
8:30 a.m.**

**Hampton Inn – Billings - 5110 Southgate Drive**

*Other than the meeting start time, any time listed is approximate and agenda items may be rearranged.  
Action may be taken on any item listed on the agenda.*

- I. Call to Order – J. Studiner, Chairman..... 8:30
- II. Public Comment – Comments offered regarding items not included on the agenda (limit three minutes/person)
- III. Partner Updates ..... 8:33
  - a) Chamber Update – D. Worstell, Chamber of Commerce Board Liaison/Billings Gazette Comm.
  - b) YCLA Update
- IV. Board Comments ..... 8:40
- V. Approval of March Meeting Minutes – J. Studiner (Page 2) ..... ACTION
- VI. Approval of March Financial & Variance Reports – M. Stevenson/A. Tyson (Pages 3-4) ..... ACTION
- VII. New Business ..... 8:50-9:15
  - a) Diversity & Inclusion Leadership and Programs ..... ACTION
    - i. Presentation: William Henry – Be Better World, LLC with Billings Chamber Leadership
- VIII. Old Business ..... 9:15
  - a) FY21 Leisure Marketing Update/Warm Season Preps – A. Murnion
  - b) Current events, bids, and business – A. Tyson
  - c) Monthly COVID-19 Board Member Roundtable Discussion – J. Studiner
- IX. Adjournment – J. Studiner..... ACTION



# TBID BOARD OF DIRECTORS MINUTES – March 11, 2021

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**Board Members Present:** Ron Spence, Steve Wahrlich, Joe Studiner, Jeff Schoenhard, Shelli Mann, Lori Walker

**Board Members Absent:**

**Ex-Officio Member Present:**

**Staff Present:** Alex Tyson, Aly Murnion, Megan Stevenson, John Brewer, Luke Ashmore

**Staff Absent:**

**Others Present:** Mike Nelson, the Northern Hotel & Billings Chamber Board Chair; Christine Whitlatch, Lower Yellowstone River Coalition (LYRC)

**Call to Order:**

Joe called the meeting to order at 8:30am.

**Partner Update:** John provided the board an update on all things Chamber, including information on the current legislative session.

**Board Comments:**

Ron inquired about current TBID collections in relation to new properties in the Billings area and county.

**Approval of Board Minutes:**

Request for a motion to approve the February Board Minutes.

MOTION: Ron motioned to approve; Steve seconded. Motion carried.

**Approval of Financial & Variance Reports:**

Request for a motion to approve financial and variance reports. Additionally, a motion for an update on the current budget was put forth to move savings from FY21 staff expenses due to staff changes to FY21 marketing priorities and programs for 2021 warm season efforts.

MOTION: Steve motioned to approve the reports; George seconded. Motion carried.

MOTION: Shelli motioned to approve budget update; Steve seconded. Motion carried.

**New Business:**

**Lower Yellowstone River Coalition Presentation** – Christine Whitlatch presented the work of LYRC and its ongoing efforts to further develop recognition, work towards infrastructure updates, and position events and communities on the Yellowstone River.

**COVID Testing Offering For Visitors** – Alex updated the board on a conversation with St. John's United and Billings Logan International Airport leadership about Visit Billings helping craft messaging to direct interested visitors to a rapid test site downtown.

MOTION: Lori motioned to approve Visit Billings' plan; Shelli seconded. Motion carried.

**SB 355 and the 2021 Montana Legislative Session** – Steve opened discussion on SB 355 and ongoing updates of the current legislative session. Conversation focused on a proposed redirection of lodging facility tax funds and funding mechanisms for Montana's tourism regions.

**FY22 Preps and Strategic Priorities** – Alex presented information about strategic priorities and how Visit Billings is preparing for the next fiscal year with information pertaining to the budget and programming.

MOTION: Steve motioned to accept proposed budget; Jeff Seconded. Motion Carried.

MOTION: Steve motioned to accept proposed strategic priorities; Shelli Seconded. Motion carried.

**Old Business:**

**Monthly COVID-19 Discussion** – Shelli opened discussion surrounding current vaccination efforts and their effects on hoteliers.

*Submitted by: L. Ashmore*

**TBID Board of Directors  
Financial Statement Variance Report  
As of March 31, 2021**

Revenue over expenses is \$535,336 over budget.

*These dollars have been earmarked to help fund the FY22 budget due to anticipated shortfall of assessment revenue due to COVID-19 impacts and be moved into Board restricted reserves.*

Revenue is currently \$428,993 over budget.

- Assessment income is over budget \$277,307 from conservative estimates for spring 2020 collections due to COVID-19 impacts as well as past due assessments from last fiscal year (\$24,652) that were paid and are reflected as income this year.
- Miscellaneous Income is over budget \$151,686 from receiving grants through the State of MT CARES Act funds. TBID received the Nonprofit Grant and the Business Adaptability Grant for certain COVID expenditures.

Expenses are \$106,343 under budget.

- Staff Expenses are \$5,981 under budget. *Per Board approval, savings from the previous months were transferred to advertising for additional marketing.*
- Administrative Expenses are \$8,197 under budget from equipment expense, meetings, office supplies, postage, legal & accounting (audit), and telephone expenses (savings from change in phone providers).
- Marketing Expenses are \$92,165 under budget from the following:
  - Advertising is under budget \$78,230. Per Board approval, these funds were transferred from savings in staff expenses to increase marketing.
  - Opportunity is under budget \$1,329.
  - Sales Expense is \$9,169 under budget from savings in sports sales (DII preps & NCAA West Region XC).
  - VIC is under budget \$400 from the Quiq text program.
  - Website is under budget \$3,206.

**Tourism Business Improvement District  
Profit & Loss  
Budget vs. Actual  
March 2021**

	CURRENT MONTH		YEAR TO DATE			LAST YEAR
	Actual	Budget	March 2021 Actual	March 2021 Budget	2020-21 Annual Budget	March 2020 Actual
<b>Income</b>						
4001100 · TBID Assessments	11,370	-	1,586,307	1,309,000	1,309,000	1,838,723
4001500 · Miscellaneous Income	16	-	151,686	-	-	5,198
Carryover from 2019-2020 used for budget	-	-	60,000	60,000	60,000	24,000
Carryover from 2019-2020 reserved	-	-	408,483	408,483	408,483	-
<b>Total Income</b>	<b>11,385</b>	<b>0</b>	<b>2,206,476</b>	<b>1,777,483</b>	<b>1,777,483</b>	<b>1,867,921</b>
<b>Expense</b>						
<b>5001000 · Staff Expenses</b>						
5007000 · Wages	64,900	21,000	208,298	208,850	271,850	264,857
5007100 · FICA Expense	1,371	2,000	13,789	17,000	22,000	18,986
5007200 · Unemployment Expense	235	500	1,383	2,700	4,000	2,079
5007400 · Health & Accident Expense	6,264	2,793	24,565	25,218	33,600	34,732
5007500 · Retirement Expense	6,000	2,000	16,765	16,769	23,025	17,654
5007700 · Workers Compensation Expense	90	125	882	1,125	1,500	1,348
5007800 · Staff Employment Expense	-	-	-	-	-	-
<b>Total 5001000 · Staff Expenses</b>	<b>78,860</b>	<b>28,418</b>	<b>265,681</b>	<b>271,662</b>	<b>355,975</b>	<b>339,656</b>
<b>5009000 · Administrative Expenses</b>						
5009200 · Computers	1,569	1,735	11,995	11,065	13,970	9,477
5009300 · Equipment & Repair Expense	44	208	669	1,872	3,000	1,401
5009500 · Liability Insurance	-	-	2,378	2,400	2,400	2,375
5009600 · Meeting Expenses	369	853	3,910	6,047	9,200	8,046
5009650 · TBID Communications	-	-	2,348	2,525	2,725	2,108
5009700 · Office Supplies	145	83	1,494	1,957	2,210	2,098
5009750 · Postage	37	290	1,060	2,610	5,500	1,781
5009800 · Professional Training	(20)	-	923	1,000	8,750	10,784
5009850 · Legal and Accounting	500	500	12,401	14,000	15,000	11,561
5009900 · Telephone/Wireless Equipment	823	634	3,807	5,706	7,604	4,323
<b>Total 5009000 · Administrative Expenses</b>	<b>3,468</b>	<b>4,303</b>	<b>40,985</b>	<b>49,182</b>	<b>70,359</b>	<b>53,952</b>
<b>5150000 · Marketing Expenses</b>						
5151000 · Advertising	(34,015)	43,050	294,100	372,330	624,616	382,910
5151500 · Film Recruitment	-	-	-	-	-	-
5152000 · Opportunity	4,920	5,000	5,421	6,750	22,500	29,551
5152500 · Printed Materials	1,331	1,000	8,560	8,400	48,200	23,300
5153000 · Publicity	-	-	24,723	24,620	49,000	41,276
5154000 · Sales Expenses	19,251	19,600	43,581	52,750	131,500	101,673
5155000 · Tradeshows/Conventions	75	100	10,907	11,000	27,600	54,342
5156000 · Visitor Information Center	-	-	3,600	4,000	7,300	9,089
5156500 · Web Site	1,567	3,400	22,519	25,725	31,950	19,707
<b>Total 5150000 · Marketing Expenses</b>	<b>(6,871)</b>	<b>72,150</b>	<b>413,410</b>	<b>505,575</b>	<b>942,666</b>	<b>661,848</b>
<b>Total Expense</b>	<b>75,457</b>	<b>104,871</b>	<b>720,076</b>	<b>826,419</b>	<b>1,369,000</b>	<b>1,055,455</b>
<b>Total Net Income</b>	<b>(64,072)</b>	<b>(104,871)</b>	<b>1,486,400</b>	<b>951,064</b>	<b>408,483 *</b>	<b>812,465</b>

\*The Net Income of \$408,483 is the remaining balance from the FY20 carryover that has not been utilized for the FY21 budget.

These dollars will be used to help fund the FY22 budget.

Cash	Current Month	Last Month	Last Year
Unrestricted	1,487,653	1,551,724	812,130
NAIA Tournament	-	-	8,846
Unearned Revenue	-	-	-
Contract Reserves	3,600	3,600	17,533
BOD Restricted	316,519	316,519	294,019
<b>Total Cash</b>	<b>1,807,771</b>	<b>1,871,843</b>	<b>1,132,527</b>

