



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 AGENDA
March 10, 2022 | 8:30 a.m.
BILLINGS CHAMBER OF COMMERCE BOARDROOM
815 SOUTH 27TH STREET**

**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 – G. Maragos, Chairman	8:30
II.	Public Comment – Comments offered regarding items not included on the agenda (three-minute limit/person)	
III.	Partner Update	8:33
	a) Billings Chamber of Commerce Update: Toby O’Rourke, Chamber BOD Liaison	
	b) SBURA Sports Facility Update: Ron Spence, CORE Committee Member	
IV.	Approval of February 2022 Board Meeting Minutes – G. Maragos (Pg. 2)	ACTION
V.	Approval of February 2022 Financial & Variance Reports – M. Stevenson (Pgs. 3-4)	ACTION
VI.	New Business	8:45
	a) 2024 MHSA Bids/Capital Improvement Program Fund Coverage – A. Tyson	ACTION
	i. Guests: Tim Goodridge/Cody Reitz – MetraPark Leadership	
	b) FY23 Preparations: TBID Budget and Priorities – A. Tyson/M. Stevenson	ACTION
VII.	Old Business	9:30
	a) BIL: Final Graphics – L. Ashmore	
	b) FY22 Leisure Marketing Insights – A. Eggart	
	i. Minneapolis Campaign Takeover with Visit Southeast Montana	
	c) Yellowstone International Air Show Update – A. Tyson	
	d) Certified Autism Destination Update – A. Tyson	
VIII.	Guest: Rick Hamilton, President - Northern International Livestock Exposition (NILE)	9:45
IX.	Board Comments – G. Maragos/All	10:10
X.	Adjournment – G. Maragos	10:20



**TBID BOARD OF DIRECTORS
MINUTES
FEBRUARY 10, 2022**

Board members present: Ron Spence, Joe Studiner, George Maragos, Steve Wahrlich

Board members absent: Jeff Schoenhard, Lori Walker, Shelli Mann

Ex-officio member absent: Toby O'Rourke

Staff present: Alex Tyson, Luke Ashmore, Aly Eggart, Emily Pinnow, Megan Stevenson

Staff absent:

Others present: Kevin Ploehn, Director, Aviation & Transit, City of Billings; Ginny Hart, Quality Inn & Suites; Jordan Clayton, TownePlace Inn & Suites; Becky Meidinger., TownePlace Inn & Suites

Call to order:

George called the meeting to order at 8:30 a.m. at the administrative offices of Billings Logan International Airport

Public Comments: none

Partner Update(s):

SBURA Update: Ron provided an update on the sports facility design committee activity and offered insight on the first CORE Meeting. The CORE committee will meet once a month for the next six months moving forward. Alex and Ron will represent the TBID and industry on that committee.

Approval of Board Minutes:

Request for a Motion to approve the January meeting minutes.

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

Approval of Financial and Variance Reports:

Request for a Motion to approve the financial & variance reports:

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

New Business:

Billings Police Department & Lodging Business Partnership: Ron informed the board that Officer Foster is attempting to increase police presence and connections for hoteliers in Billings.

BIL Renovation & Expansion Update: Kevin Ploehn provided an update on the current progress of the airport renovation and expansion. Shared information about travel numbers from 2019 to present. Planning to open the new terminal April 1st.

Old Business:

FY22 Leisure Marketing Insights: Aly provided an update on the Minneapolis Campaign Takeover with Visit Southeast Montana. Shared creative and joint website landing page.

Visit Billings Strategic Plan Update/Steering Committee Meeting Wrap Up: George provided a short summary of the Steering Committee meeting. Sunshine & Bourbon will use information from the meeting to help push the strategic plan forward.

Immersion Follow Up: Alex discussed the immersion activities with Sunshine & Bourbon.

State Wrestling over the weekend. Hospitality room for coaches only this year with COVID-19 still in mind.

MHSA bids coming up in March.

Adjournment: George asked for adjournment of the meeting at 9:52 AM.

Ron motioned. Steve seconded. Meeting adjourned.

BIL Tour: Kevin Ploehn offered the group a tour of the BIL renovation and expansion. Luke showed attendees where the Visit Billings visitor facilitation vinyls will be installed later this month by Don Keisser of TransMar.

Submitted by E. Pinnow & Alex Tyson



TBID BOARD OF DIRECTORS
FINANCIAL STATEMENT VARIANCE REPORT
FEBRUARY 28, 2022

Revenue over expenses is \$102,220 over budget:

Revenue is \$45,374 over budget from assessment income. At the time of this report, there are still two (2) outstanding properties owing a total of \$40,020. One property paid (\$22,722) at the end of February. However, due to timing and how the City receives and processes money, the TBID expects to receive those funds at the end of March. The second property still shows as unpaid with a note that assignment has taken place.

- Assessment income is over budget from conservative estimates for the spring 2021 collections.

Expenses are \$56,846 under budget:

- Staff Expenses are \$41,237 under budget due to savings from open positions.
- Administrative Expenses are \$6,346 under budget from computers, equipment, meetings, postage, and telephone expenses.
- Marketing Expenses are under budget \$9,263 from the following:
 - Advertising is under budget \$2,980 (timing).
 - Sales Expense is under budget \$762.
 - Tradeshows is under budget \$4,071 from savings for the ACGI show.
 - Website is under budget \$704 (timing).
 - Opportunity, Publicity, and Printed Materials are slightly under budget.

**Tourism Business Improvement District
Profit & Loss
Budget vs. Actual
February 2022**

	CURRENT MONTH		YEAR TO DATE			LAST YEAR	PREVIOUS YEAR
	Actual	Budget	February 2022 Actual	February 2022 Budget	2021-22 Annual Budget	February 2021 Actual	February 2020 Actual
Income							
4001100 · TBID Assessments	-	-	1,269,388	1,224,107	1,224,107	1,574,937	1,838,723
4001500 · Miscellaneous Income	13	-	92	-	-	151,671	3,339
Carryover used for budget	-	-	575,893	575,893	575,893	468,483	-
Total Income	13	0	1,845,374	1,800,000	1,800,000	2,195,091	1,842,062
Expense							
5001000 · Staff Expenses							
5007000 · Wages	24,108	29,700	203,494	226,800	358,200	143,398	230,679
5007100 · FICA Expense	1,812	2,200	14,393	17,600	27,000	12,418	16,470
5007200 · Unemployment Expense	356	280	1,369	2,160	3,400	1,147	1,582
5007400 · Health & Accident Expense	2,373	4,160	18,558	32,160	51,300	18,302	29,445
5007500 · Retirement Expense	1,381	1,400	12,429	12,550	18,400	10,765	15,369
5007700 · Workers Compensation Expense	116	140	880	1,090	1,700	792	1,158
5007800 · Staff Employment Expense	-	-	-	-	-	-	-
Total 5001000 · Staff Expenses	30,146	37,880	251,123	292,360	460,000	186,821	294,702
5009000 · Administrative Expenses							
5009200 · Computers	801	935	8,644	10,030	19,950	10,426	7,742
5009300 · Equipment & Repair Expense	76	165	1,879	2,670	3,500	625	1,275
5009500 · Liability Insurance	-	-	2,378	2,400	2,400	2,378	2,375
5009600 · Meeting Expenses	445	685	4,243	5,620	10,420	3,541	6,809
5009650 · TBID Communications	118	100	1,929	1,950	3,250	2,348	2,108
5009700 · Office Supplies	60	40	2,415	2,360	2,400	1,349	1,972
5009750 · Postage	255	250	2,167	2,500	5,000	1,023	1,735
5009800 · Professional Training	-	-	7,363	7,600	14,100	943	10,784
5009850 · Legal and Accounting	-	-	11,300	12,100	15,200	11,901	11,561
5009900 · Telephone/Wireless Equipment	367	627	3,579	5,012	7,420	2,984	3,962
Total 5009000 · Administrative Expenses	2,123	2,802	45,896	52,242	83,640	37,517	50,322
5150000 · Marketing Expenses							
5151000 · Advertising	54,364	55,000	337,790	340,770	801,670	328,115	330,730
5151500 · Film Recruitment	-	-	-	-	1,000	-	-
5152000 · Opportunity	1,576	1,500	26,434	26,700	80,000	501	29,055
5152500 · Printed Materials	580	600	2,565	2,600	56,500	7,229	20,136
5153000 · Publicity	386	400	29,052	29,450	59,950	24,723	34,465
5154000 · Sales Expenses	12,568	13,000	50,738	51,500	136,500	24,329	55,982
5155000 · Trade Shows / Conventions	7,439	7,700	13,029	17,100	54,100	10,832	51,254
5156000 · Visitor Information Center	40	-	404	450	25,600	3,600	9,089
5156500 · Web Site	5,697	6,095	22,006	22,710	41,040	20,952	17,438
Total 5150000 · Marketing Expenses	82,649	84,295	482,017	491,280	1,256,360	420,281	548,147
Total Expense	114,917	124,977	779,036	835,882	1,800,000	644,619	893,171
Total Net Income	(114,905)	(124,977)	1,066,338	964,118	-	1,550,472	948,891

Cash	Current Month	Last Month	Last Year
Unrestricted	1,244,705	1,379,609	1,551,724
Unearned Revenue	-	-	-
Contract Reserves	-	-	3,600
BOD Restricted	626,519	626,519	316,519
Total Cash	1,871,223	2,006,128	1,871,843

