



**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**

**May 13, 2021**

**8:30 a.m.**

**Billings Chamber of Commerce Boardroom | 815 South 27<sup>th</sup> 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 – 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 – Status of the organization following recent communications.
- IV. Board Comments ..... 8:43
- V. Approval of April Meeting Minutes – J. Studiner (Page 2) ..... ACTION
- VI. Approval of April Financial & Variance Reports – M. Stevenson/A. Tyson (Pages 3-4) ..... ACTION
- VII. New Business ..... 8:53-9:15
  - a) Landon’s Miracle Field Project ..... ACTION
    - i. Presentation: Ms. Marcia Smith, Founder, Landon’s Legacy Foundation  
Ms. DeAnn Visser, Capital Campaign Director, Landon’s Legacy Foundation
- VIII. Old Business ..... 9:15-10:15
  - a) 2021 Legislative Session in Review – D. Brooks, Billings Chamber of Commerce
  - b) FY21 Leisure Marketing Update/Winter Campaign Report – A. Murnion
  - c) FY22 Budget and Marketing Plan Update – A. Tyson
  - d) MetraPark Master Planning – Committee Updates – S. Mann, D. Brooks, A. Tyson
  - e) Montana Office of Tourism Restructure/Commerce and TAC Update – S. Wahrlich
  - f) Monthly COVID-19 Board Member Roundtable Discussion – J. Studiner
- IX. Adjournment – J. Studiner..... ACTION



**TBID Board of Directors  
MEETING MINUTES  
April 8th, 2021**

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**Board Members Present:** Joe Studiner, Jeff Schoenhard, George Maragos, Lori Walker, Steve Wahrlich,  
**Board Members Absent:** Ron Spence  
**Ex-Officio Member Present:** Dave Worstell  
**Staff Present:** Alex Tyson, Aly Murnion, Megan Stevenson, John Brewer, Luke Ashmore  
**Staff Absent:**  
**Others Present:** William Henry and Julie Seedhouse: Billings Chamber Diversity & Inclusion Committee Members

**Call to Order:**

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

**Approval of Board Minutes:**

Request for a motion to approve the March Board Minutes.

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

**Approval of Financial & Variance Reports:**

Request for a motion to approve financial and variance reports. Additionally, a motion to move 300,000 dollars from revenues over expenses into Board approved reserves was put forth.

MOTION: Steve motioned to approve financial and variance reports; George seconded. Motion carried.

MOTION: Steve motioned to approve the noted budget update; George seconded. Motion carried.

**Partner Update:**

Dave provided an update from the Chamber, discussing recent work involving diversity & inclusion, COVID recovery, legislative updates, and upcoming events.

**New Business:**

**Diversity & Inclusion Leadership and Programs:** William, Julie, and John presented recent work of the Diversity & Inclusion Committee and discussed next steps for programming. Information included details on William's presentations and the Chamber's proposal for TBID partnership within the larger program to ensure TBID stakeholders have access to the D&I training program.

MOTION: Shelli motioned to approve requested monetary contribution (\$15,000 dollars) for Diversity & Inclusion support; Lori seconded. Motion carried with four (4) yes votes and two (2) nay votes.

**Old Business:**

**FY21 Leisure Marketing Update/Warm Season Preps:** Aly provided an update on current national campaign efforts and recent work on creative fronts, including GIPHYs.

**Current Events, Bids, & Business:** Alex discussed upcoming events, bids, and business efforts, making note of the many venue and community leaders that are leading this charge.

Adjournment: Steve motioned to adjourn; George seconded.

Meeting adjourned at 10:15am.

*Submitted by L. Ashmore*



**TBID Board of Directors**  
**FINANCIAL STATEMENT VARIANCE REPORT**  
**As of April 30, 2021**

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Net revenue over expenses is \$251,089 over budget. These dollars have been earmarked to help fund the FY22 budget due to anticipated shortfall of assessment revenue. Revenue is currently \$129,008 over budget from assessment and miscellaneous income.

Expenses are \$122,082 under budget:

- Staff Expenses are \$19,997 under budget due to savings from the PPP loan (Paycheck Protection Program).
- Administrative Expenses are \$9,751 under budget from equipment expense, meetings, office supplies, postage, legal & accounting (audit), and telephone expenses (savings from change in phone providers).
- Marketing Expenses are \$92,334 under budget from the following:
  - Advertising is under budget \$79,125 due to timing. These funds are being utilized for the warm season campaigns. Per Board approval, a portion of savings in staff expenses were transferred to increase marketing funds to better fund leisure marketing projects.
  - Opportunity is under budget \$1,345.
  - Sales Expense is \$9,469 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 \$1,878.

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

	CURRENT MONTH		YEAR TO DATE			LAST YEAR	VARIANCE
	Actual	Budget	April 2021 Actual	April 2021 Budget	2020-21 Annual Budget	April 2020 Actual	Actual to Budget
<b>Income</b>							
4001100 · TBID Assessments	-	-	1,436,307	1,309,000	1,309,000	1,838,723	127,306.96
4001500 · Miscellaneous Income	14	-	1,701	-	-	5,206	1,700.54
Carryover from 2019-2020 used for budget	-	-	60,000	60,000	60,000	24,000	0.00
Carryover from 2019-2020 reserved	-	-	408,483	408,483	408,483	-	0.00
<b>Total Income</b>	<b>14</b>	<b>0</b>	<b>1,906,491</b>	<b>1,777,483</b>	<b>1,777,483</b>	<b>1,867,929</b>	<b>129,007.50</b>
<b>Expense</b>							
<b>5001000 · Staff Expenses</b>							
5007000 · Wages	9,263	21,000	217,561	229,850	271,850	281,159	(12,289.04)
5007100 · FICA Expense	1,355	2,000	15,143	19,000	22,000	20,564	(3,856.70)
5007200 · Unemployment Expense	221	500	1,604	3,200	4,000	2,381	(1,596.12)
5007400 · Health & Accident Expense	2,460	2,793	27,025	28,011	33,600	37,802	(985.62)
5007500 · Retirement Expense	1,270	2,256	18,034	19,025	23,025	19,283	(990.67)
5007700 · Workers Compensation Expense	90	125	972	1,250	1,500	1,463	(278.50)
5007800 · Staff Employment Expense	-	-	-	-	-	-	0.00
<b>Total 5001000 · Staff Expenses</b>	<b>14,658</b>	<b>28,674</b>	<b>280,339</b>	<b>300,336</b>	<b>355,975</b>	<b>362,651</b>	<b>(19,996.65)</b>
<b>5009000 · Administrative Expenses</b>							
5009200 · Computers	603	585	12,599	11,650	13,970	10,076	948.50
5009300 · Equipment & Repair Expense	51	208	720	2,080	3,000	1,468	(1,360.16)
5009500 · Liability Insurance	-	-	2,378	2,400	2,400	2,375	(22.00)
5009600 · Meeting Expenses	1,050	1,798	4,960	7,845	9,200	9,091	(2,884.92)
5009650 · TBID Communications	-	200	2,348	2,725	2,725	2,158	(377.27)
5009700 · Office Supplies	20	83	1,514	2,040	2,210	2,252	(526.34)
5009750 · Postage	138	290	1,198	2,900	5,500	1,897	(1,702.35)
5009800 · Professional Training	30	-	953	1,000	8,750	10,784	(47.00)
5009850 · Legal and Accounting	-	-	12,401	14,000	15,000	11,561	(1,598.60)
5009900 · Telephone/Wireless Equipment	353	634	4,159	6,340	7,604	4,883	(2,180.72)
<b>Total 5009000 · Administrative Expenses</b>	<b>2,244</b>	<b>3,798</b>	<b>43,229</b>	<b>52,980</b>	<b>70,359</b>	<b>56,545</b>	<b>(9,750.86)</b>
<b>5150000 · Marketing Expenses</b>							
5151000 · Advertising	55,925	56,820	350,025	429,150	624,616	406,810	(79,125.10)
5151500 · Film Recruitment	-	-	-	-	-	-	0.00
5152000 · Opportunity	1,084	1,100	6,505	7,850	22,500	34,699	(1,345.04)
5152500 · Printed Materials	27,847	28,100	36,407	36,500	48,200	56,547	(92.64)
5153000 · Publicity	2,166	2,200	26,889	26,820	49,000	53,430	68.88
5154000 · Sales Expenses	11,700	12,000	55,281	64,750	131,500	131,486	(9,469.36)
5155000 · Tradeshows/Conventions	-	-	10,907	11,000	27,600	56,641	(93.39)
5156000 · Visitor Information Center	-	-	3,600	4,000	7,300	9,089	(400.00)
5156500 · Web Site	4,728	3,400	27,247	29,125	31,950	21,489	(1,877.63)
<b>Total 5150000 · Marketing Expenses</b>	<b>103,451</b>	<b>103,620</b>	<b>516,861</b>	<b>609,195</b>	<b>942,666</b>	<b>770,191</b>	<b>(92,334.28)</b>
<b>Total Expense</b>	<b>120,353</b>	<b>136,092</b>	<b>840,429</b>	<b>962,511</b>	<b>1,369,000</b>	<b>1,189,388</b>	<b>(122,081.79)</b>
<b>Total Net Income</b>	<b>(120,339)</b>	<b>(136,092)</b>	<b>1,066,061</b>	<b>814,972</b>	<b>408,483 *</b>	<b>678,541</b>	<b>251,089.29</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	1,067,314	1,487,653	678,392
NAIA Tournament	-	-	7,846
Unearned Revenue	1,842	-	-
Contract Reserves	3,600	3,600	17,533
BOD Restricted	601,519	316,519	294,019
<b>Total Cash</b>	<b>1,674,274</b>	<b>1,807,771</b>	<b>997,789</b>

