



**BILLINGS TOURISM BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS | REGULAR MEETING AGENDA***

APRIL 13, 2023 | 8:30 a.m.

BILLINGS CHAMBER OF COMMERCE BOARDROOM | 815 SOUTH 27TH STREET

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

**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.*

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- I. Call to Order – G. Maragos 8:30
 - II. Public Comment
 - a) Comments offered regarding items not included on the agenda (3-minute limit/person)
 - III. Partner Updates 8:33
 - a) Billings Chamber of Commerce Update: Toby O’Rourke, Chamber BOD Liaison
 - b) MetraPark Advisory Board Update: J. Studiner, MPAB Member
 - IV. Approval of March 2023 Board Meeting Minutes – G. Maragos (Pg. 2) ACTION
 - V. Approval of March 2023 Financial & Variance Reports – M. Stevenson (Pgs. 3-4) ACTION
 - VI. Old Business 8:45
 - a) Multi-Generational Sports Facility Update
 - b) BIL – Small Community Air Service Grant Follow-Up
 - c) FY23 Leisure Marketing Update/Warm Season Kick-Off – A. Eggart
 - d) FY23 Visitor Experience Update – L. Ashmore
 - e) FY23 Sports Tourism Update – E. Decker
 - f) M/C FY23 Insights – A. Tyson
 - g) Current MT Legislative Bill Watch – A. Tyson
 - VII. New Business 9:50
 - a) Special Olympics 2024-2025 – S. Mann/E. Decker
 - VIII. Board Comments – G. Maragos 10:00
 - IX. Adjournment – G. Maragos 10:15

BILLINGS TBID BOARD OF DIRECTORS
MEETING MINUTES
MARCH 9, 2023

Board Members Present: George Maragos, Joe Studiner, Steve Wahrlich, Shelli Mann, Ron Spence, Jeff Schoenhard, Jordan Clayton

Ex-Officio Present: Toby O'Rourke

Staff Present: Alex Tyson, Aly Eggart, Evan Decker, Luke Ashmore, Megan Stevenson

Others Present: Jace Muri, Billings Hotel & Convention Center General Manager

Call to Order: George called the meeting to order at 8:30am.

Public Comment: Ron welcomed Jace to the meeting, and Shelli provided information on electric vehicle chargers for visitors. Alex congratulated Aly on her recent *40 Under 40* recognition.

Partner Update:

Billings Chamber: Toby provided an update on all things Chamber, including an upcoming visit from the Longview, TX Chamber of Commerce, recent air service meetings, and news on sports facility planning. She also discussed ongoing work including office relocation, the political action committee, and events.

MetraPark Advisory Board: Joe provided an update from the MetraPark Advisory Board, specifically citing the Metra's search for a general manager.

Approval of Board Minutes:

Request for a motion to approve the February meeting minutes.

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

Approval of Financial & Variance Reports:

Request for a motion to approve the financial and variance reports.

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

Old Business:

Multi-Generational Sports Facility Update: Toby began discussion on the sports facility plan, providing an update on recent information from city council, parks, and discussions surrounding possible funding mechanisms.

Assessment/Operations Follow-up: Steve presented follow-up information on assessment fee changes and how this can be used to support organizational and community initiatives.

FY24 Leisure Marketing Update: Aly provided an update on FY23 leisure marketing, PR efforts, and recent travel shows.

New Business:

FY24 Strategic Priorities: Alex presented drafted strategic priorities for the upcoming fiscal year, including budget information.

MOTION: Shelli motioned to move forward with strategic priorities as presented; Joe seconded. Motion carried.

BIL – Small Community Air Service Grant Preps (SCASDP): Steve opened discussion on preparations for BIL and the City of Billings to pursue the Small Community Air Service Development Program (SCASDP) Grant along with BIL aviation updates. Currently, BIL consultants are looking at flights to the LA Basin or San Francisco markets.

Request for a motion to commit \$300,000 (from TBID Board Restricted Reserves) toward the air service grant and a separate \$75,000 match (from TBID Board Restricted Reserves) for flight marketing efforts in the market the flight is awarded/if a flight is awarded.

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

Trailhead Treats Pass: Luke provided information on an upcoming desserts-focused pass, similar to the brew trail pass, to launch later in the spring.

Adjournment: Joe motioned to adjourn; Ron seconded.

Meeting adjourned at 10:30am.

Submitted by L. Ashmore

**BILLINGS TBID BOARD OF DIRECTORS
FINANCIAL STATEMENT VARIANCE REPORT
AS OF MARCH 31, 2023**

Revenue over expenses is under budget \$6,948.*

Revenue is \$27,898 under budget:

- Assessment income is under budget \$38,456. At the time of this report, one (1) property is still reported as outstanding in the amount of \$31,454.
- Interest/Misc income is over budget \$10,558.

Expenses are \$20,950 under budget:

- Staff Expenses are \$13,239 under budget due to savings from the open positions.
- Administrative Expenses are \$565 under budget. Savings in equipment, meetings, and telephone help offset the increase in postage and professional training.
- Marketing Expenses are \$7,145 under budget from the following:
 - Advertising is under budget \$6,416 from timing of marketing projects.
 - Opportunity is under budget \$367.
 - Printed Materials is over budget \$892 from Visitor Guide envelopes.
 - Publicity is under budget \$344.
 - Tradeshow is under budget \$249.
 - Website is under budget \$458.

**Please note \$47,296 from additional assessment revenue and budget savings from July-December was transferred to Board Reserves per Board action in January 2023.*

**Tourism Business Improvement District
Profit & Loss
Budget vs. Actual
March 2023**

	CURRENT MONTH		YEAR TO DATE			LAST YEAR	PREVIOUS YEAR
	Actual	Budget	Mar 2023 Actual	Mar 2023 Budget	2022-23 Annual Budget	Mar 2022 Actual	Mar 2021 Actual
Income							
4001100 - TBID Assessments	-	-	1,761,544	1,800,000	1,800,000	1,248,063	1,586,307
4001500 - Miscellaneous Income	3,432	-	10,558	-	-	536	151,686
Carryover used for budget	-	-	257,527	257,527	257,527	575,893	468,483
Total Income	3,432	0	2,029,629	2,057,527	2,057,527	1,824,492	2,206,476
Expense							
5001000 - Staff Expenses							
5007000 - Wages	23,916	26,000	222,952	229,000	322,000	226,184	208,298
5007100 - FICA Expense	1,698	1,900	15,246	17,300	24,000	15,966	13,789
5007200 - Unemployment Expense	277	400	1,579	2,300	3,000	1,627	1,383
5007400 - Health & Accident Expense	2,995	4,300	31,159	34,800	54,000	20,911	24,565
5007500 - Retirement Expense	1,527	1,500	14,828	15,250	20,000	13,845	16,765
5007700 - Workers Compensation Expense	116	150	946	1,300	2,000	971	882
5007800 - Staff Employment Expense	-	-	-	-	-	-	-
Total 5001000 - Staff Expenses	30,530	34,250	286,711	299,950	425,000	279,503	265,681
5009000 - Administrative Expenses							
5009200 - Computers	1,988	1,855	10,625	10,535	22,500	10,572	11,995
5009300 - Equipment & Repair Expense	156	165	1,432	1,485	3,000	2,011	669
5009500 - Liability Insurance	-	-	2,554	2,500	2,500	2,378	2,378
5009600 - Meeting Expenses	732	830	6,706	7,440	10,020	5,124	3,910
5009650 - TBID Communications	-	-	2,097	2,200	4,200	1,979	2,348
5009700 - Office Supplies	244	100	589	900	2,700	2,476	1,494
5009750 - Postage	111	-	3,193	2,500	2,500	2,250	1,060
5009800 - Professional Training	793	815	6,075	5,535	18,700	7,790	923
5009850 - Legal and Accounting	-	-	13,583	14,075	15,000	11,800	12,401
5009900 - Telephone/Wireless Equipment	413	620	5,351	5,600	7,450	4,166	3,807
Total 5009000 - Administrative Expenses	4,436	4,385	52,205	52,770	88,570	50,545	40,985
5150000 - Marketing Expenses							
5151000 - Advertising	61,174	63,900	467,184	473,600	894,500	391,930	294,100
5151500 - Film Recruitment	-	-	-	-	1,000	-	-
5152000 - Opportunity	2,000	2,000	121,389	121,757	210,137	28,960	5,421
5152500 - Printed Materials	-	-	11,792	10,900	64,000	3,970	8,560
5153000 - Publicity	3,213	3,600	46,756	47,100	83,700	29,565	24,723
5154000 - Sales Expenses	31,868	31,500	109,543	109,550	147,500	97,663	43,581
5155000 - Tradeshows/Conventions	6,959	7,500	43,351	43,600	58,100	22,075	10,907
5156000 - Visitor Information Center	317	500	1,605	1,800	29,000	404	3,600
5156500 - Web Site	10,602	9,935	40,157	40,615	56,020	24,760	22,519
Total 5150000 - Marketing Expenses	116,132	118,935	841,777	848,922	1,543,957	599,326	413,410
Total Expense	151,098	157,570	1,180,692	1,201,642	2,057,527	929,374	720,076
Total Net Income	(147,666)	(157,570)	848,937	855,885	-	895,118	1,486,400

Cash	Current Month	Last Month	Last Year
Unrestricted	849,774	997,894	1,069,484
Unearned Revenue	-	-	17,664
Contract Reserves	-	950	-
Rec Center/Victus Group	50,000	-	-
Air Service Commitment	375,000	-	-
BOD Restricted	354,672	779,672	671,519
Total Cash	1,629,446	1,778,516	1,758,667