



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
August 11, 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 8:30
- II. Public Comment
 - a) Comments offered regarding items not included on the agenda (3-minute limit/person)
- III. Partner Updates 8:35
 - a) Billings Chamber of Commerce Update: Toby O’Rourke, Chamber BOD Liaison
 - i. Welcome Julie Seedhouse, Chair of the Chamber Board for FY23
 - b) MetraPark Advisory Board Update: J. Studiner, MPAB Member
 - c) SBURA CORE Committee Update: R. Spence, Member
- IV. Approval of July 2022 Board Meeting Minutes – G. Maragos (Pgs. 2-3) ACTION
- V. Approval of July 2022 Financial & Variance Reports – M. Stevenson (Pgs.3-4) ACTION
- VI. New Business 9:00
 - a) Holiday Nights – S. Mann
 - i. Guest Presenter: Josh Benson, Principal/Founder
 - b) FY22-FY23 Warm Season Marketing Campaign Update – A. Eggart
- VII. Old Business 9:40
 - a) Billings Brew Trail App Update – L. Ashmore
- VIII. Board Comments – G. Maragos 9:50
 - a) Monthly/Weekly STR Reports
 - b) Zartico Dashboard
- IX. Adjournment – G. Maragos 10:00



BILLINGS TBID BOARD OF DIRECTORS

MEETING MINUTES

July 14, 2022

Board Members Present: George Maragos, Shelli Mann, Joe Studiner, Steve Wahrlich, Ron Spence, Lori Walker

Board Members Absent: Jeff Schoenhard

Ex-Officio Member Present: Toby O'Rourke

Staff Present: Alex Tyson, John Brewer, Kelsi Gambill, Luke Ashmore

Others Present: Rep. Mike Yakawich

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

Public Comment: During public comment, Mike Yakawich was welcomed to the meeting, and the board discussed paying their respects at an upcoming funeral service for a friend and colleague, Tina Wiser.

Partner Update:

Billings Chamber: Toby discussed Chamber updates, including the end of the fiscal year, Chamber foundation plans, upcoming relocation messaging efforts, an office space update, and executive committee appointments.

MetraPark: Joe provided a MetraPark update, including additional information for hoteliers' shuttle services at MetraPark.

SBURA: Ron presented updates on the SBURA athletics center with a focus on the final recommendations and plans for the site.

Approval of Board Minutes:

Request for a motion to approve the June meeting minutes.

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

Approval of Financial & Variance Reports:

Request for a motion to approve the June and year-end financial & variance reports.

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

Megan and Alex provided a look at the FY22 year in review. Discussion included final review of budget amounts due to conservative revenue estimates and strong citywide occupancy for FY22. Board members discussed moving \$63,357 in revenue over FY22 budget to board restricted reserves. This fosters the staff and leadership's goal to maintain a year of operating expenses for the financial security and strength of the organization as part of ongoing efforts to be prepared for any unexpected economic conditions, disasters, or financial delays.

Request for a motion to approve the FY22 financials.

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

New Business:

Warm Season Travel Discussion: The board discussed current warm season travel trends and how recent events, such as flooding in the area and surging travel costs, are impacting visitation.

Certified Tourism Ambassador (CTA) Destination Program: Alex opened discussion on the CTA program and its benefits for the organization, fellow partners in the city, and the destination. This would include partnering with CTA (Mickey Schaefer & Associates) and the local medical community to help build a stronger medical tourism component for Billings. Request for a motion to move forward with the CTA program and associated costs (\$35,000) from FY22 revenue over budget.

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



Billings Chamber FY23: John presented organizational strategy for the Billings Chamber in FY23. Topics discussed included funding local initiatives, upcoming communication efforts, and barriers to organizational progress.

Old Business:

Autism Certified Destination Status & Grants: Alex opened discussion on the larger CAD program and specific options for providing granted funds to Billings' locations to become certified. It's important for partners to be certified but the cost may be difficult for some stakeholder or partner budgets.

Request for a motion to dedicate \$20,000 in FY22 revenue over budget to be used to offset certification costs for selected program tourism partners and stakeholders (up to 50% of training costs).

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

YIAS Update: Alex provided an update on the Yellowstone International Air Show and organizational preparation for the event, including an upcoming meeting to share info with partner organizations on 10/5/2022.

Final FY22 Year-End PACE: Alex presented information on FY22's final PACE numbers and insights from the report.

Adjournment: Joe motioned to adjourn; Ron seconded.

Meeting adjourned at 10:30am.

Submitted by L. Ashmore & A. Tyson