



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

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

JANUARY 12, 2023 | 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)	
	i. Welcome Jordan Clayton to the Billings TBID Board of Directors	
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 December 2022 Board Meeting Minutes – G. Maragos (Pgs. 2)	ACTION
V.	Approval of December 2022 Financial & Variance Reports – M. Stevenson (Pgs. 3-4)	ACTION
VI.	Old Business	8:45
	a) Multi-Generational Sports Facility Next Steps – G. Maragos/S. Wahrlich	ACTION
	b) FY23 Sports Tourism Update – E. Decker	8:55
	c) Visit Southeast Montana FY23 Marketing Update – B. Maas	9:00
	d) FY23 Leisure Marketing Update – A. Eggart	9:20
	e) CTA Kick-Off Insights – L. Ashmore	9:25
VII.	New Business	9:30
	a) Native American Development Corporation Campus News – L. Smith	
	b) 2023 Montana Legislative Session Update – A. Tyson	
VIII.	Board Comments – G. Maragos	9:55
IX.	Adjournment – G. Maragos	10:00

**BILLINGS TBID BOARD OF DIRECTORS
MEETING MINUTES
DECEMBER 8, 2022**

Board Members Present: George Maragos, Joe Studiner, Ron Spence, Shelli Mann, Steve Wahrlich (via phone)

Board Members Absent: Jeff Schoenhard

Ex-Officio Present:

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

Others Present: Dax Schieffer, Voices of Montana Tourism; Chris Harder, Coraggio Group; Sam Brigham, Coraggio Group; Dusty Eaton, A&E Designs; Brian Van Steeland, Summers, McNea and Company P.C.; Jordan Clayton, Home2 Suites; Ginny Hart, Quality Inn – Homestead Park

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

Partner Update:

Billings Chamber: John provided an update on recent Chamber news and events, with a specific mention of current building plans and ongoing property tours.

Approval of Board Minutes:

Request for a motion to approve the November meeting minutes.

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

Approval of Financial & Variance Reports:

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

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

FY22 BTBID Audit Presentation: Brian presented the FY22 audit with support from the BTBID executive committee.

MOTION: Ron motioned to accept the FY22 audit as presented; Joe seconded. Motion carried.

Old Business:

Sports Facility Update: Dusty presented recent information on the sports facility plan. His presentation was followed by questions from the board and a group discussion on the best methods to gather community support for this project.

Sports Facility CEO Roundtables: John provided information on upcoming CEO roundtables to discuss the sports facility plan, gather input from community leaders, and ultimately gain more support for the project's next steps.

New Business:

Tourism Resiliency Plan for Montana: Dax introduced Chris and Sam with Coraggio Group and provided a quick overview of their work in Montana. Chris and Sam followed with specific information about their organization. This included their approach to a Tourism Resiliency Plan for Montana based on travel metrics from recent years. There was a public meeting following the board presentation for members of the public to learn more about this plan.

MTTA and VOMT Insights: Dax presented an update on Voices of Montana Tourism, in addition to further information on efforts made with MTTA and this specific organization's plans for the upcoming legislative session.

Adjournment: Ron motioned to adjourn; Shelli seconded.

Meeting adjourned at 9:50am.

Submitted by L. Ashmore

**BILLINGS TBID BOARD OF DIRECTORS
FINANCIAL STATEMENT VARIANCE REPORT
AS OF DECEMBER 31, 2022**

Revenue over expenses is \$47,296 over budget.

Revenue is \$27,332 over budget from assessment income and interest income. Assessments from the last fiscal year of \$20,719 have been paid and are reflected in assessments income this year.

Expenses are \$19,964 under budget.

- Staff Expenses are \$6,468 under budget due to savings from the open positions.
- Administrative Expenses are \$1,115. Savings in equipment, meetings, and telephone help offset the increase in postage and professional training.
- Marketing Expenses are \$8,010 under budget from the following:
 - Advertising is under budget \$3,382 from timing of marketing projects.
 - Opportunity is under budget \$315.
 - Printed Materials is over budget \$1,060 from Visitor Guide envelopes.
 - Publicity is under budget \$881 from in-room gifts.
 - Sales is under budget \$670.
 - Tradeshows is under budget \$2,343 from savings for the ACGI show.
 - Website is under budget \$1,418 due to the timing of when work is performed and necessary.

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

	CURRENT MONTH		YEAR TO DATE			LAST YEAR	PREVIOUS YEAR
	Actual	Budget	Dec 2022 Actual	Dec 2022 Budget	2022-23 Annual Budget	Dec 2021 Actual	Dec 2020 Actual
Income							
4001100 · TBID Assessments	-	-	922,119	901,400	1,800,000	1,471,152	992,731
4001500 · Miscellaneous Income	1,053	-	6,613	-	-	69	151,230
Carryover used for budget	-	-	257,527	257,527	257,527	575,893	468,483
Total Income	1,053	0	1,186,259	1,158,927	2,057,527	2,047,114	1,612,444
Expense							
5001000 · Staff Expenses							
5007000 · Wages	22,573	26,000	149,308	151,000	322,000	151,600	125,906
5007100 · FICA Expense	2,334	1,900	10,125	11,600	24,000	10,785	9,829
5007200 · Unemployment Expense	177	200	597	1,000	3,000	552	582
5007400 · Health & Accident Expense	2,919	4,300	15,407	21,900	54,000	13,588	15,689
5007500 · Retirement Expense	1,560	1,500	9,977	10,500	20,000	9,422	9,297
5007700 · Workers Compensation Expense	116	150	598	850	2,000	648	612
5007800 · Staff Employment Expense	-	-	-	-	-	-	-
Total 5001000 · Staff Expenses	29,679	34,050	186,011	196,850	425,000	186,594	161,914
5009000 · Administrative Expenses							
5009200 · Computers	1,939	1,855	7,466	7,270	22,500	7,087	7,902
5009300 · Equipment & Repair Expense	89	165	596	990	3,000	1,519	530
5009500 · Liability Insurance	-	-	2,554	2,500	2,500	2,378	2,378
5009600 · Meeting Expenses	341	830	4,857	5,450	10,020	3,278	2,375
5009650 · TBID Communications	-	-	308	300	4,200	389	1,546
5009700 · Office Supplies	-	100	345	600	2,700	2,104	1,349
5009750 · Postage	24	-	2,799	2,500	2,500	1,739	875
5009800 · Professional Training	-	15	4,141	3,390	18,700	7,363	333
5009850 · Legal and Accounting	1,450	1,525	3,583	3,850	15,000	11,300	2,401
5009900 · Telephone/Wireless Equipment	513	620	2,828	3,740	7,450	2,743	2,279
Total 5009000 · Administrative Expenses	4,357	5,110	29,475	30,590	88,570	39,899	21,967
5150000 · Marketing Expenses							
5151000 · Advertising	32,952	32,500	290,018	293,400	894,500	228,573	254,265
5151500 · Film Recruitment	-	-	-	-	1,000	-	-
5152000 · Opportunity	6,770	6,700	106,142	106,457	210,137	21,115	501
5152500 · Printed Materials	4,786	3,500	11,460	10,400	64,000	-	7,229
5153000 · Publicity	336	300	37,619	38,500	83,700	28,611	21,832
5154000 · Sales Expenses	12,625	12,750	29,081	29,750	147,500	30,420	12,142
5155000 · Tradeshows/Conventions	2,750	2,800	27,507	29,900	58,100	5,591	10,682
5156000 · Visitor Information Center	-	-	288	300	29,000	45	3,600
5156500 · Web Site	999	1,735	15,792	17,210	56,020	15,321	17,076
Total 5150000 · Marketing Expenses	61,219	60,285	517,907	525,917	1,543,957	329,677	327,326
Total Expense	95,255	99,445	733,393	753,357	2,057,527	556,170	511,208
Total Net Income	(94,202)	(99,445)	452,866	405,570	-	1,490,944	1,101,236

Cash	Current Month	Last Month	Last Year
Unrestricted	480,409	546,981	1,492,197
Unearned Revenue	7,770	7,770	-
Contract Reserves	950	950	-
BOD Restricted	732,376	732,376	576,519
Total Cash	1,221,504	1,288,076	2,068,715