



BILLINGS TOURISM BUSINESS IMPROVEMENT DISTRICT

BOARD OF DIRECTORS | REGULAR MEETING AGENDA*

JANUARY 11, 2024 | 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 – G. Maragos
 - a) Comments offered regarding items not included on the agenda (3-minute limit/person)
 - III. BTBID Partner Updates 8:33
 - a) Billings Chamber of Commerce Monthly Update - Nick Steen, Chamber BOD Liaison
 - b) MetraPark Advisory Board Monthly Update- J. Studiner, BTBID Board Liaison
 - IV. Approval of December 2023 Board Meeting Minutes – G. Maragos (Pgs. 2-3) ACTION
 - V. Approval of December 2023 Financial & Variance Reports – M. Stevenson (Pgs. 4-5) ACTION
 - VI. New Business 8:45
 - a) Airline Incentive Discussion – J. Brewer ACTION
 - VII. Old Business 8:55
 - a) FY24 Leisure Marketing Insights – A. Eggart
 - 2023 Warm Season Campaign Report
 - VIII. Adjournment – G. Maragos..... 9:10
 - IX. Visit Billings 2024-2027 - Strategic Plan Presentation and Discussion 9:15-11:00
 - a) Formal Presentation - Jessica Ireland and Nilesh Patel with Sunshine & Bourbon

**BILLINGS TBID BOARD OF DIRECTORS
MEETING MINUTES
DECEMBER 14, 2023**

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

Board Members Absent:

Ex-Officios Absent:

Staff Present: Kyra Cousins, Evan Decker, Aly Eggart, Megan Stevenson, Alex Tyson, John Brewer

Others Present: Lacey Gardner, Boothill Inn & Suites; Brian Van Steel, Summers, McNea & Co, PC.

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

Public Comment: Ron Spence asked what the timeline looked like to move the Chamber offices to a different location. John Brewer informed the BTBID board that there would be a formal presentation about this topic to the Chamber Board of Directors in December, but that the project could still take more than a year.

BTBID Partner Updates:

Billings Chamber of Commerce Monthly Update: Nick Steen provided an update on the new Chamber offices stating that the developer was still waiting for approval from the City Council. Nick S. also informed the board that the last City Council meeting was heavily focused on public safety and CPTED in Billings schools. Supt. Dr. Garcia is working hard to bring down dropout numbers and get kids more involved with other activities and interests. Dick Zier with SUBURA is planning to move forward with a project related to the sports facilities conversation. John B. added that the Aspirational City Visit will be held in Grand Rapids, Michigan in June.

Approval of Board Minutes:

Request for a motion to approve the November meeting minutes.

MOTION: Shelli motioned to approve; Ron seconded with the amendment of Nick Steen being present at the November board meeting. Motion carried.

Approval of Financial & Variance Reports:

Request for a motion to approve the financial and variance reports. MOTION: Ron motioned to approve; Joe seconded. Motion carried.

Approval of FY24 Legal Fees:

Request for a motion to approve the FY24 Legal Fees.

Alex Tyson provided an update on legal fees for Jeff Hunnes.

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

Approval of FY23 BTBID Audit - Presentation:

Request for a motion to approve the FY23 BTBID full audit and 990.

Brian Van Steel with Summers, McNea & Co., PC presented the audit presentation. Megan explained the accrual and governmental reporting that goes into the audit. The State of Montana requires this audit.

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

New Business:**MetraPark Advisory Board Monthly Update:**

Evan and Joe provided an update from the MetraPark Advisory Board. MetraPark is still working toward getting faster internet, more capacity, and cell service fixed and will also be implementing a spider service. MetraPark staff have worked with Montana High School Association and SD#2 leadership to ensure there are padded chairs for basketball players along with men's and women's sized basketballs to make things easier during high school basketball tournaments.

Old Business:**FY24 Leisure Marketing Insights:**

Aly shared the FY24 Leisure Marketing Insights and the current Winter Campaign strategy highlights. With the fall and winter campaign up and running there has been marketing in the Dakota's, Wyoming, Montana, and Idaho to push interest in Billings. This marketing strategy has already served one million impressions with people coming for holiday shopping and weekend getaways. Holiday Nights at ZooMontana was recently named in the top ten for Zoo Christmas Lights in the U.S.

Visitor Information Update:

Kyra shared that in her role with Visit Billings she has gotten acquainted with inventory needs and processes of visitor services, assisted with the Visit Billings Visitor Guidebook update, attended her first DMA West Education Summit, assisted with HarvestFest, the Tip-Off Classic at MSUB, and has assisted several successful conferences and conventions in Billings.

FY24 Meetings Recruitment Follow-Up:

Alex offered a follow-up on the FY24 meetings recruitment market. She offered insights on appointments she had at Connect Texas in Houston, what meeting planners are looking for with off-agenda options, and interest in Billings as a meeting destination. She has worked with 25 planners who booked in Billings so far in FY24. She also shared sales materials for M/C recruitment.

Strategic Plan Update:

Alex shared a Strategic Plan update with the BTBID board. The steering committee meeting will be held on January 10th with VB consultants and the full BTBID board will have a presentation of the Visit Billings Strategic Plan 2024-2027 at the January meeting of the board on 1/11.

Board Comments:

No board comments were made.

Adjournment:

Shelli Mann motioned to adjourn. The meeting adjourned at 9:40am.

Submitted by K. Cousins

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

Revenue over expenses is \$14,903 over budget.

Revenue is \$18,839 over budget from interest income.

Expenses are \$3,935 over budget.

- Staff Expenses are at budget.
- Administrative Expenses are \$3,159 under budget.
 - Per board action \$19,975 was transferred in December from Board Restricted Reserves to fund the unbudgeted legal expenses for legal work regarding the memorandum of understanding (MOU) between the City of Billings and the BTBID pertaining to the Multi-Generational Sports Facility (MGRC).
- Marketing Expenses are over budget \$7,000.
 - Advertising is at budget.
 - Opportunity is under budget \$1,000.
 - Printed Materials is over budget \$6,569 from the travel guide redesign, printing, and shipping for distribution.
 - Publicity is under budget \$350.
 - Sales are under budget \$788.
 - Tradeshows is over budget \$3,761 for the ACGI and Small Market Meetings.
 - Website is over budget \$704.

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

	CURRENT MONTH		YEAR TO DATE			LAST YEAR	PREVIOUS YEAR
	Actual	Budget	December 2023	December 2023	2023-24 Annual Budget	December 2022	December 2021
			Actual	Budget		Actual	Actual
Income							
4001100 - TBID Assessments	-	-	901,186	900,272	1,725,000	922,119	1,471,152
4001500 - Miscellaneous Income	2,187	-	17,924	-	-	6,613	69
Carryover used for budget	-	-	259,174	259,174	259,174	257,527	575,893
Total Income	2,187	0	1,178,285	1,159,446	1,984,174	1,186,259	2,047,114
Expense							
5001000 - Staff Expenses							
5007000 - Wages	28,521	28,400	212,653	213,100	383,094	149,308	151,600
5007100 - FICA Expense	2,244	2,100	14,684	14,800	27,800	10,125	10,785
5007200 - Unemployment Expense	56	200	558	900	2,900	597	552
5007400 - Health & Accident Expense	3,333	3,310	19,718	20,030	40,200	15,407	13,588
5007500 - Retirement Expense	2,354	2,100	13,423	12,000	25,000	9,977	9,422
5007700 - Workers Compensation Expense	141	150	788	900	1,800	598	648
5007800 - Staff Employment Expense	-	-	-	-	-	-	-
Total 5001000 - Staff Expenses	36,650	36,260	261,823	261,730	480,794	186,011	186,594
5009000 - Administrative Expenses							
5009200 - Computers	822	815	8,192	7,490	19,680	7,466	7,087
5009300 - Equipment & Repair Expense	103	165	1,041	1,190	3,000	596	1,519
5009500 - Liability Insurance	-	-	2,554	2,700	2,700	2,554	2,378
5009600 - Meeting Expenses	714	1,100	4,834	5,250	10,650	4,857	3,278
5009650 - TBID Communications	-	-	170	200	14,200	308	389
5009700 - Office Supplies	-	-	1,390	1,000	2,700	345	2,104
5009750 - Postage	80	400	1,223	2,400	5,000	2,799	1,739
5009800 - Professional Training	-	50	5,189	5,300	16,300	4,141	7,363
5009850 - Legal and Accounting	(18,525)	1,125	1,950	3,750	15,000	3,583	11,300
5009900 - Telephone/Wireless Equipment	563	640	3,419	3,840	7,650	2,828	2,743
Total 5009000 - Administrative Expenses	(16,243)	4,295	29,961	33,120	96,880	29,475	39,899
5150000 - Marketing Expenses							
5151000 - Advertising	36,375	36,325	357,696	357,725	796,000	290,018	228,573
5151500 - Film Recruitment	-	-	-	-	1,000	-	-
5152000 - Opportunity	19,917	20,000	41,672	42,750	128,000	106,142	21,115
5152500 - Printed Materials	60,262	53,200	81,169	74,600	93,000	11,460	-
5153000 - Publicity	59	-	28,560	28,900	104,700	37,619	28,611
5154000 - Sales Expenses	-	-	39,262	40,050	175,000	29,081	30,420
5155000 - Tradeshows/Conventions	4,726	4,300	37,761	34,000	48,300	27,507	5,591
5156000 - Visitor Information Center	-	-	3,610	4,000	9,500	288	45
5156500 - Web Site	1,172	2,415	11,221	11,925	51,000	15,792	15,321
Total 5150000 - Marketing Expenses	122,511	116,240	600,950	593,950	1,406,500	517,907	329,677
Total Expense	142,918	156,795	892,735	888,800	1,984,174	733,393	556,170
Total Net Income	(140,730)	(156,795)	285,550	270,646	-	452,866	1,490,944

Cash	Current Month	Last Month	Last Year
Unrestricted	288,230	428,960	480,409
Unearned Revenue	-	-	7,770
Contract Reserves	-	-	950
Rec Center	-	-	-
Air Service Commitme	375,000	375,000	-
BOD Restricted	325,447	345,422	732,376
Total Cash	988,677	1,149,382	1,221,504