



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

MARCH 9, 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 February 2023 Board Meeting Minutes – G. Maragos (Pg. 2) ACTION
 - V. Approval of February 2023 Financial & Variance Reports – M. Stevenson (Pgs. 3-4) ACTION
 - VI. Old Business 8:43
 - a) Multi-Generational Sports Facility Update – T. O’Rourke/S. Wahrlich
 - b) Assessment/Operations Follow-up – S. Wahrlich/A. Tyson
 - c) FY24 Leisure Marketing Update – A. Eggart
 - VII. New Business 9:15
 - a) FY24 Strategic Priorities – A. Tyson ACTION
 - b) BIL – Small Community Air Service Grant Preps ACTION
 - c) Sweet Treats Pass – L. Ashmore
 - VIII. Adjournment – G. Maragos 10:00

**BILLINGS TBID BOARD OF DIRECTORS
MEETING MINUTES
FEBRUARY 9, 2023**

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

Ex-Officio Member Present: Toby O'Rourke

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

Others Present: Ginny Hart

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

Public Comment: Shelli commented on recent coverage surrounding locals' prohibited use of hotel properties while thanking Steve for sharing his insights with local media.

Partner Update:

Billings Chamber: Toby and John shared an update on all things Chamber, including recent air service meetings, upcoming events, and specific details on the upcoming Chamber Breakfast.

MetraPark Advisory Board: Joe provided an update from the MetraPark Advisory Board, specifically sharing news on the events' committee and their current efforts.

Approval of Board Minutes:

Request for a motion to approve the January meeting minutes.

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

Approval of Financial & Variance Reports:

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

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

FY24 Budget and Projected TBID Revenue:

Request for a motion to approve proposed FY24 budget and projected revenue as presented.

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

Old Business:

Sports Facility Next Steps: Steve opened discussion on next steps for the larger sports facility project and gaining community support, and John provided information on a proposed partnership with Victus Advisors to evaluate an organizational strategy for the facility.

Request for a motion to approve moving forward with supporting the contract with Victus Advisors from Board Restricted Reserves of up to 50,000 dollars.

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

Adjournment: Steve motioned to adjourn; Ron seconded.

Meeting adjourned at 9:10am.

Submitted by L. Ashmore

**BILLINGS TBID BOARD OF DIRECTORS
FINANCIAL STATEMENT VARIANCE REPORT
AS OF FEBRUARY 28, 2023**

Revenue over expenses is under budget \$16,852.*

Revenue is \$31,330 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 \$7,126.

Expenses are \$14,478 under budget.

- Staff Expenses are \$9,519 under budget due to savings from the open positions.
- Administrative Expenses are \$617 under budget. Savings in equipment, meetings, and telephone help offset the increase in postage and professional training.
- Marketing Expenses are \$4,342 under budget from the following:
 - Advertising is under budget \$3,689 from timing of marketing projects.
 - Opportunity is under budget \$367.
 - Printed Materials is over budget \$892 from Visitor Guide envelopes.
 - Sales is under budget \$375.
 - Tradeshow is over budget \$292.
 - Website is under budget \$1,124 due to timing of when work is performed and necessary.

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

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

	CURRENT MONTH		YEAR TO DATE			LAST YEAR	PREVIOUS YEAR
	Actual	Budget	Feb 2023	Feb 2023	2022-23 Annual Budget	Feb 2022	Feb 2021
			Actual	Budget		Actual	
Income							
4001100 · TBID Assessments	35,399	65,800	1,761,544	1,800,000	1,800,000	1,269,388	1,574,937
4001500 · Miscellaneous Income	4,468	-	7,126	-	-	92	151,671
Carryover used for budget	-	-	257,527	257,527	257,527	575,893	468,483
Total Income	39,868	65,800	2,026,197	2,057,527	2,057,527	1,845,374	2,195,091
Expense							
5001000 · Staff Expenses							
5007000 · Wages	22,893	26,000	199,035	203,000	322,000	203,494	143,398
5007100 · FICA Expense	1,727	1,900	13,548	15,400	24,000	14,393	12,418
5007200 · Unemployment Expense	311	400	1,303	1,900	3,000	1,369	1,147
5007400 · Health & Accident Expense	2,995	4,300	28,164	30,500	54,000	18,558	18,302
5007500 · Retirement Expense	1,798	1,500	13,301	13,750	20,000	12,429	10,765
5007700 · Workers Compensation Expense	116	150	830	1,150	2,000	880	792
5007800 · Staff Employment Expense	-	-	-	-	-	-	-
Total 5001000 · Staff Expenses	29,841	34,250	256,181	265,700	425,000	251,123	186,821
5009000 · Administrative Expenses							
5009200 · Computers	801	705	8,637	8,680	22,500	8,644	10,426
5009300 · Equipment & Repair Expense	111	165	1,277	1,320	3,000	1,879	625
5009500 · Liability Insurance	-	-	2,554	2,500	2,500	2,378	2,378
5009600 · Meeting Expenses	535	580	5,973	6,610	10,020	4,243	3,541
5009650 · TBID Communications	-	-	2,097	2,200	4,200	1,929	2,348
5009700 · Office Supplies	-	100	345	800	2,700	2,415	1,349
5009750 · Postage	103	-	3,082	2,500	2,500	2,167	1,023
5009800 · Professional Training	299	315	5,283	4,720	18,700	7,363	943
5009850 · Legal and Accounting	500	625	13,583	14,075	15,000	11,300	11,901
5009900 · Telephone/Wireless Equipment	578	620	4,939	4,980	7,450	3,579	2,984
Total 5009000 · Administrative Expenses	2,927	3,110	47,768	48,385	88,570	45,896	37,517
5150000 · Marketing Expenses							
5151000 · Advertising	35,143	36,300	406,011	409,700	894,500	337,790	328,115
5151500 · Film Recruitment	-	-	-	-	1,000	-	-
5152000 · Opportunity	500	500	119,389	119,757	210,137	26,434	501
5152500 · Printed Materials	332	500	11,792	10,900	64,000	2,565	7,229
5153000 · Publicity	4,703	4,700	43,543	43,500	83,700	29,052	24,723
5154000 · Sales Expenses	33,041	33,500	77,674	78,050	147,500	50,738	24,329
5155000 · Tradeshows/Conventions	3,882	3,700	36,392	36,100	58,100	13,029	10,832
5156000 · Visitor Information Center	1,000	1,000	1,288	1,300	29,000	404	3,600
5156500 · Web Site	1,747	1,635	29,556	30,680	56,020	22,006	20,952
Total 5150000 · Marketing Expenses	80,347	81,835	725,645	729,987	1,543,957	482,017	420,281
Total Expense	113,114	119,195	1,029,594	1,044,072	2,057,527	779,036	644,619
Total Net Income	(73,247)	(53,395)	996,603	1,013,455	-	1,066,338	1,550,472

Cash	Current Month	Last Month	Last Year
Unrestricted	997,894	1,069,763	1,244,705
Unearned Revenue	-	-	-
Contract Reserves	950	950	-
BOD Restricted	779,672	779,672	626,519
Total Cash	1,778,515	1,850,384	1,871,223