



BILLINGS TOURISM BUSINESS IMPROVEMENT DISTRICT

BOARD OF DIRECTORS | REGULAR MEETING AGENDA*

MARCH 14, 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 8:35
 - 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 February 2024 Board Meeting Minutes – G. Maragos (Pgs. 2-3) ACTION
 - V. Approval of February 2024 Financial & Variance Reports – M. Stevenson (Pgs. 4-5) ACTION
 - VI. New Business 8:55
 - a) MHSAs Bid Support for Capital Improvement Program (CIP) Fees – E. Decker ACTION
 - Request bid support for MetraPark/MHSA events
 1. Up to \$17,500 for All Class Wrestling tournament CIP coverage
 2. Up to \$15,500 for a state basketball tournament CIP coverage
 3. CIP support for any MHSA add’l sanctioned event awarded to Billings
 - b) Warm Season Campaign Preps – A. Eggart
 - VII. Old Business 9:15
 - a) Air Service Update – A. Eggart
 - b) Board Retreat Reminder – G. Maragos
 - VIII. Board Comments – G. Maragos 9:22
 - IX. Adjournment – G. Maragos 9:30

BILLINGS TBID BOARD MEETING MINUTES

FEBRUARY 8, 2024

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

Board Members Absent: Ron Spence

Ex-Officios Present: Nick Steen

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

Others Present: Lacey Gardner, Boothill Inn & Suites; Jase Muri, Billings Hotel & Convention Center

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

Public Comment: Jase Muri with the Billings Hotel and Convention Center brought in a short presentation to show the BTBID Board the floorplans of the new convention center expansion which will be available within the next year.

BTBID Partner Updates:

Billings Chamber of Commerce Monthly Update: Nick Steen provided an update from the Billings Chamber Board of Directors Meeting stating that the last Chamber Board meeting focused on the Visit Billings 2024-2027 Strategic Plan.

MetraPark Advisory Board Monthly Update: Joe Studiner led an update from the MetraPark Advisory Board meeting informing the BTBID Board that General Manager Stoney Fields would like to move forward with a new building on MetraPark grounds. It is currently undetermined if this arena-type addition would be indoors or outdoors. Joe also let the board know that MetraPark staff members are still working to better the cellular service in and around First Interstate Arena.

All Class State Wrestling Preps: Evan Decker updated the board on the 2024 All Class Boys and Girls State Wrestling Tournament held in Billings at MetraPark February 9-10th.

Travel Accessibility – Capstone Project Update: Bailey Lord, an Occupational Therapy student with the University of Mary working with Visit Billings for her Capstone project for her doctorate, provided an update for the board members. Bailey has been visiting area restaurants, attractions, and hotels/motels to conduct a study on what may be offered or provided to those with accessibility needs while visiting the city. Bailey's project goal includes a final, published guide that can support visitors to Billings with disabilities and accessibility needs.

Travel & Adventure Shows Update: Shelli, Aly Eggart, and Kyra Cousins shared an update on recent travels to the 2024 Travel and Adventure Shows in Denver, CO and Los Angeles, CA.

Approval of Board Minutes:

Request for a motion to approve the January meeting minutes.

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

Approval of Financial & Variance Reports:

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

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

New Business:

Jehovah's Witness Watchtower Contract 2026-2029: Guests Bill Frates, Marty Merrifield, and Carlin Anderson expressed their gratitude to Visit Billings, the BTBID, and stakeholders for the support that has been shown in previous years for The Jehovah's Witness Watchtower Conference. It has been held in Billings for the last 44 years. This group asked the BTBID Board if it would be possible to add an additional five (5) years of financial assistance extending a contract to 2029 to hold Watchtower at MetraPark.

Request for a motion to approve the Jehovah's Witness Watchtower Contract 2026-2029.

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

FY25 Work Plan & Budget: Alex Tyson provided an overview of the FY25 work plan and budget.

Projected Revenue: Megan Stevenson and Alex went over the projected revenue with the board for FY25.

Request for a motion to approve the projected revenue for \$1.7m for FY25.

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

Current Priorities Revisited: Alex held a discussion that fostered Visit Billings' current priorities as well as the Visit Billings 2024-2027 Strategic Plan and FY25 prioritization.

Board Retreat Dates: George and Alex asked the board members to look at dates that may work for the 2024 BTBID Board retreat. April 18th will be considered.

Old Business:

Air Service Update:

Aly shared an update on Air Service. Current conversations include Burbank, San Francisco, Los Angeles, Chicago and Houston. The visit with Sun Country Airlines went well and they are optimistic that their services will go well for Billings.

Adjournment: Shelli motioned to adjourn; Steve seconded.

The meeting adjourned at 10:45 am.

Submitted by K. Cousins

BILLINGS TBID BOARD OF DIRECTORS
VARIANCE REPORT
FEBRUARY 29, 2024

Revenue over expenses is \$36,931 under budget.

Revenue is \$36,849 under budget.

- Assessment income is under budget \$60,710. At the time of this report, there is still \$44,780 outstanding.
- One BTBID property has not paid, and two additional properties are currently protesting property taxes which impacts timing of assessments being paid to the BTBID. Staff is working with the County to receive full payment of funds due.
- Interest/Misc income is over budget \$23,861.

Expenses are \$81 over budget.

- Staff Expenses are over budget \$590.
- Administrative Expenses are \$2,504 under budget from timing of meetings, postage, & accounting.
- Marketing Expenses are over budget \$1,996.
 - Advertising is under budget \$1,451.
 - Opportunity is under budget \$1,177.
 - Printed Materials is \$1,968 under budget.
 - Publicity is under budget \$425.
 - Sales is under budget \$1,067.
 - Tradeshows is over budget \$7,759 from the ACGI, ABA, Small Market Meetings, and Travel & Adventure shows.
 - Website is over budget \$689.

**Tourism Business Improvement District
Profit & Loss
Budget vs. Actual
February 2024**

	CURRENT MONTH		YEAR TO DATE			LAST YEAR	PREVIOUS YEAR
	Actual	Budget	February 2024	February 2024	2023-24 Annual Budget	February 2023	February 2022
			Actual	Budget		Actual	Actual
Income							
4001100 · TBID Assessments	-	-	1,664,290	1,725,000	1,725,000	1,761,544	1,269,388
4001500 · Miscellaneous Income	3,318	-	23,861	-	-	7,126	92
Carryover used for budget	-	-	259,174	259,174	259,174	257,527	575,893
Total Income	3,318	0	1,947,325	1,984,174	1,984,174	2,026,197	1,845,374
Expense							
5001000 · Staff Expenses							
5007000 · Wages	28,405	28,400	269,559	269,900	383,094	199,035	203,494
5007100 · FICA Expense	2,165	2,200	18,982	19,200	27,800	13,548	14,393
5007200 · Unemployment Expense	410	400	1,464	1,800	2,900	1,303	1,369
5007400 · Health & Accident Expense	3,315	3,310	26,368	26,650	40,200	28,164	18,558
5007500 · Retirement Expense	2,354	2,100	18,347	16,450	25,000	13,301	12,429
5007700 · Workers Compensation Expense	141	150	1,070	1,200	1,800	830	880
5007800 · Staff Employment Expense	-	-	-	-	-	-	-
Total 5001000 · Staff Expenses	36,790	36,560	335,790	335,200	480,794	256,181	251,123
5009000 · Administrative Expenses							
5009200 · Computers	1,984	815	11,009	9,120	19,680	8,637	8,644
5009300 · Equipment & Repair Expense	139	165	1,306	1,520	3,000	1,277	1,879
5009500 · Liability Insurance	-	-	2,554	2,700	2,700	2,554	2,378
5009600 · Meeting Expenses	1,179	1,150	6,536	7,000	10,650	5,973	4,243
5009650 · TBID Communications	490	900	3,263	3,700	10,700	2,097	1,929
5009700 · Office Supplies	-	-	1,398	1,100	1,200	345	2,415
5009750 · Postage	193	400.00	2,253	3,200	5,000	3,082	2,167
5009800 · Professional Training	300	300	6,452	6,500	14,300	5,283	7,363
5009850 · Legal and Accounting	532	625	12,482	14,375	15,000	13,583	11,300
5009900 · Telephone/Wireless Equipment	625	640	4,577	5,120	7,650	4,939	3,579
Total 5009000 · Administrative Expenses	5,442	4,995	51,831	54,335	89,880	47,768	45,896
5150000 · Marketing Expenses							
5151000 · Advertising	45,750	46,425	444,824	446,275	792,000	406,011	337,790
5151500 · Film Recruitment	-	-	-	-	1,000	-	-
5152000 · Opportunity	5,240	5,000	50,273	51,450	128,000	119,389	26,434
5152500 · Printed Materials	1,807	1,850	75,682	77,650	93,000	11,792	2,565
5153000 · Publicity	194	300	28,775	29,200	104,700	43,543	29,052
5154000 · Sales Expenses	52,372	52,600	93,583	94,650	182,500	77,674	50,738
5155000 · Tradeshows/Conventions	14,386	10,300	55,059	47,300	51,800	36,392	13,029
5156000 · Visitor Information Center	2,325	2,300	5,935	6,300	9,500	1,288	404
5156500 · Web Site	11,102	11,565	27,444	26,755	51,000	29,556	22,006
Total 5150000 · Marketing Expenses	133,175	130,340	781,576	779,580	1,413,500	725,645	482,017
Total Expense	175,407	171,895	1,169,197	1,169,115	1,984,174	1,029,594	779,036
Total Net Income	(172,089)	(171,895)	778,128	815,059	-	996,603	1,066,338

Cash	Current Month	Last Month	Last Year
Unrestricted	680,808	843,448	997,894
Unearned Revenue	-	-	-
Contract Reserves	-	-	950
Rec Center	-	-	-
Air Service	475,000	475,000	-
BOD Restricted	325,447	325,447	779,672
Total Cash	1,481,255	1,643,895	1,778,515

