



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
NOVEMBER 10, 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.	Meet Evan Decker – Visit Billings Sports Tourism Manager	8:33
IV.	Partner Updates	8:40
	a) Billings Chamber of Commerce Update: Toby O’Rourke, Chamber BOD Liaison	
	i. John Brewer, CEO, Billings Chamber of Commerce	
	b) MetraPark Advisory Board Update: J. Studiner, MPAB Member	
V.	Approval of October 2022 Board Meeting Minutes – G. Maragos (Pgs. 2-3)	ACTION
VI.	Approval of October 2022 Financial & Variance Reports – M. Stevenson (Pgs.4-5)	ACTION
VII.	New Business	9:00
	a) Open BTBID Board Seat Information – A. Tyson	
	b) BTBID Board Executive Committee – G. Maragos	ACTION
	c) Winter 2022/2023 Leisure Marketing Campaign – A. Eggart	
VIII.	Old Business	9:35
	a) TBID Funds, Resolutions, and M.C.A. Follow-Up - S. Wahrlich	
	b) Certified Tourism Ambassador Destination Status (CTA) – L. Ashmore	
	c) 2022 Billings Brew Trail Digital Pass Update – L. Ashmore	
	d) Visit Billings Grant Timeline Recap – L. Ashmore	
	e) CORE Committee – SBURA Efforts – R. Spence/E. Decker/A. Tyson	
	f) Holiday Nights Final Details – A. Tyson	
IX.	Board Comments – G. Maragos	10:10
	a) Monthly/Weekly STR Reports	
X.	Adjournment – G. Maragos	10:20

-December Meeting: Multi-Generational Sports Facility Presentation with D. Eaton of A&E Design

-January Meeting: Leonard Smith with Native American Development Corporation on purchase of former Shrine Campus



**BILLINGS TBID BOARD OF DIRECTORS
MEETING MINUTES
OCTOBER 13, 2022**

Board Members Present: George Maragos, Joe Studiner, Steve Wahrlich, Ron Spence, Lori Walker, Jeff Schoenhard (via phone)

Board Members Absent: Shelli Mann

Ex-Officio Present: Toby O'Rourke

Staff Present: Alex Tyson, Jennifer Reiser, Megan Stevenson, Luke Ashmore

Others Present: Dick Zier, Billings SBURA; Erica Kimble and Monique Lane, Hilton Garden Inn/Home2 Suites by Hilton; Jordan Clayton (TownePlace Suites); Ginny Hart (Quality Inn)

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

Public Comments: Alex noted Aly Eggart's attendance at TBEX and provided details on a few upcoming events.

Partner Update:

Billings Chamber: Toby provided information on the upcoming "You Belong in Billings" campaign, while Jennifer provided staff, program, and building updates.

Approval of Board Minutes:

Request for a motion to approve the September meeting minutes.

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

Approval of Financial & Variance Reports:

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

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

New Business:

SBURA/Sportsplex Proposed Purchase for Ice Facility/LOS: Dick presented an SBURA plan for a possible Sportsplex purchase that included the facility and land along with retrofitting the facility for an ice sheet, and he explained how this project could work in tandem with the Multi-Generational Sports Facility planning. Alex provided comments from Andy Zoeller and Wyeth Friday which offered insight on the City's view of a possible purchase of the property and concerns. MOTION: Steve motioned for the Billings TBID to provide a letter of support to the Billings City Council for the project; Ron seconded. Motion carried.

Montana Travel Association/FY23 Support: Alex provided an update on the Montana Travel Association (MTTA) and how such advocacy will benefit the industry in the immediate region and state.

MOTION: Ron motioned for the Billings TBID to support the Montana Travel Association in FY23 with \$5,000; Steve seconded. Motion carried.

Voices of Montana Tourism: Steve reviewed the TBID's previous support for Voices of Montana Tourism (VOMT) and how the VOMT mission differs from that of the Montana Travel Association.

MOTION: Steve motioned to continue to support Voices of Montana Tourism in FY23 with \$12,000; Ron seconded. Motion carried.

Sports Tourism Position and Marketing Information: Alex provided an update on the Sports Tourism Manager position and how current work in this area is being paired with updated marketing information & materials. Alex noted the new Sports Tourism Manager was starting his new role on November 1, 2022.



Old Business:

TBID Funds, Resolutions, and M.C.A. Follow-Up: Steve provided more information on current TBID fund use in other Montanan communities and how the Billings TBID can solidify its mission.

2022 Statewide TBID Meeting Agenda & MLHA/VOMT Luncheon/Billings: The board discussed which items they would like to see on the agenda for the upcoming statewide TBID meeting and other details surrounding the MLHA and Voices of Montana Tourism Legislative luncheon.

Visit Billings Strategic Plan Update: Alex shared an update on the Visit Billings Strategic Plan and the current timeline for the overall project.

Adjournment: Ron motioned to adjourn; Joe seconded.

Meeting adjourned at 10:15am.

Submitted by L. Ashmore