



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

**BILLINGS TOURISM BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS | MEETING AGENDA
September 8, 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. Partner Updates 8:35
 - a) Billings Chamber of Commerce Update: Toby O’Rourke, Chamber BOD Liaison
 - b) MetraPark Advisory Board Update: J. Studiner, MPAB Member
 - c) SBURA CORE Committee Update: R. Spence, Member
- IV. Approval of August 2022 Board Meeting Minutes – G. Maragos (Pgs. 2) ACTION
- V. Approval of August 2022 Financial & Variance Reports – M. Stevenson (Pgs.3-4) ACTION
- VI. New Business 8:45
 - a) TBID Funds, Resolutions, and M.C.A. – S. Wahrlich/G. Maragos ACTION
- VII. Old Business 9:30
 - a) Holiday Nights Follow-Up – S. Mann ACTION
 - b) Visit Billings Grants Discussion – L. Ashmore
- VIII. Board Comments – G. Maragos 9:40
 - a) Monthly/Weekly STR Reports
- IX. Adjournment – G. Maragos 10:00



BILLINGS TBID BOARD OF DIRECTORS
MEETING MINUTES
August 11, 2022

Board Members Present: George Maragos, Joe Studiner, Shelli Mann, Ron Spence, Jeff Schoenhard, Lori Walker

Board Members Absent: Steve Wahrlich

Ex-Officio Member Present: Toby O'Rourke

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

Others Present: Julie Seedhouse, Chamber Board Chair; Josh Benson, Holiday Nights; Kacy Keith, SureStay by BestWestern

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

Public Comment: Shelli shared steps the Boothill Inn is taking regarding recent CAD efforts.

Partner Update:

Billings Chamber: Toby shared information on Chamber events including the MetraPark Private Management Forum and the upcoming annual meeting on 9/20/2022. She also shared information on the Chamber's FY23 initiatives, specifically mentioning appealing to new residents and the Billings Chamber's current plans regarding office space. Julie introduced herself as the new board chair, as well.

MetraPark: Joe provided an update on the most recent MetraPark Advisory Board meeting.

SBURA: Ron provided an update on sports facility planning and discussed current plans for the Outlaws' Sportsplex on the Billings' south side to become an ice facility for hockey and ice sports.

Approval of Board Minutes:

Request for a motion to approve the July meeting minutes.

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

Approval of Financial & Variance Reports:

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

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

New Business:

Holiday Nights: Josh Benson introduced the upcoming partnership with ZooMontana to provide Holiday Nights events during the upcoming winter season. Details included current plans for the venue and a positive forecast for how this can impact the zoo's winter season.

FY22-23 Warm Season Marketing Campaign Update: Aly presented insights gained from the FY22-23 warm season campaign, reviewed the campaign's creative, and shared the campaign's successes and positive impressions earned.

Old Business:

Billings Brew Trail App Update: Luke provided an update on the Billings Brew Trail digital passport's performance and insights gained during the summer.

Board Comments:

Alex went through the most recent weekly and monthly Smith Travel Research reports and Zartico dashboard insights.

Adjournment:

Joe motioned to adjourn; Lori seconded.

Meeting adjourned at 10:15am.

Submitted by L. Ashmore