



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

**Board of Directors Meeting
November 10, 2011
Chamber Board Room – 9:00a.m.**

- | | | |
|------|--|--------------|
| I | Call to Order – Steve Wahrlich | 9:00 am |
| II | Public Comment on Items Not on the Agenda
(Comments limited to 3 minutes per speaker) | |
| III | October 13, 2011 Board Minutes pages 2-3—SW | ACTION |
| IV | Approval of Financial Report pages 4-5—LG | ACTION |
| V | Old Business | 9:10--9:30am |
| | <ul style="list-style-type: none"> a. Strategic Planning b. High School Sports at Metra—Steve/John c. Sports Contract Services--Steve d. 990s—Steve A e. November Internal Financial Review–Joyce and Ben f. Trailhead License Plates Update | |
| VI | New Business | 9:30-9:50am |
| | <ul style="list-style-type: none"> a. Bakken Marketing Opportunities/Air Service—John b. Statewide TBIDs <ul style="list-style-type: none"> i. Community Competition ii. Tiered Structure | |
| VII | Marketing/PACE Update pages 6-12 - John | 9:50-10:00am |
| | <ul style="list-style-type: none"> a. Marketing Update – Kelly b. TAP | |
| VIII | Adjourn | |

Future Meeting Dates:

December 8, 2011
January 12, 2012
February 9, 2012

TBID Board of Directors Minutes – October 13, 2011

Board Members Present: Steve Wahrlich, Shelli Mann, Ron Spence, Joyce Bratland, Ginny Hart, Ben Kerns, Cheri Milne

Board Members Absent: none

Ex-Officio member Present: none

Staff Present: John Brewer, Jennifer Pinnow, Joan Kronebusch, Kelly McCandless, Linda Gleason

Others Present: Sandra Hawke

Call to Order

Steve Wahrlich, Chair of the Board, called the meeting to order at 8:30 am in the Billings Chamber of Commerce/CVB Board Room. Steve welcomed Cheri Milne back to the Board.

Public Comment

None

Approval of Board Minutes

Request for a motion to approve September 8, 2011 Board Minutes.

MOTION: Shelli motioned to approve the minutes; Ginny seconded; Motion carried.

Approval of Financial Report

Linda presented the September financial report. Steve requested a motion to approve the September Financial Report.

MOTION: Ron motioned to accept the report; Shelli seconded; Motion carried.

Annual Financial Review

Matt Schafer of Schafer & Associates provided a financial statement review.

The Board requested 5 hard copies and an electronic copy of the financial review from Matt Schafer.

MOTION: Steve requested a motion to approve the Annual Financial Review as presented. Shelli motioned to accept the report; Ben seconded; Motion carried.

It was suggested that an internal review be conducted to confirm that the activities match the TBID mission. Joyce and Ben volunteered to do this review in November and will report to the Board at the December meeting.

MOTION: Steve requested a motion to have John and Steve review the 990 document and report to the Board at the November meeting. Ginny so motioned; Cheri seconded; Motion carried.

Old Business

Watchtower Convention Request

A letter and check for 2012 was sent to the Christian Congregation of Jehovah's Witnesses. The meeting planners were concerned about language that implies an attendance requirement. The Board discussed concerns that having our logo on the website and printed materials may be perceived as an endorsement of the organization and its beliefs. MOTION: Shelli motioned to give Joan the authority to negotiate with meeting planners to eliminate the requirement of having the Trailhead logo on their website and printed materials as stated in the terms of the grant. Ginny seconded; Motion carried.

Air Show

The Thunderbirds are only available the same weekend in 2012 as the Big Sky State Games. It has been decided to continue to look at dates for future years as to not displace current business. John will seek clarification as to whether our next rotation would be 2013 or 2014.

METRA Park – Big Sky Economic Development Meetings

Steve reported that the committee submitted several preliminary proposals to the County Commission regarding funding high school tournaments at METRA. TBID already provides some funding and is not inclined to increase it.

METRA Park Rate Discussion

Sandra Hawke provided copies of the METRA Park capital improvement fund budget as well as the spreadsheet for the Watchtower Convention. Sandra clarified that METRA Park does not have a “non profit rate” that the majority of the renters are non-profit organizations, and all events pay the same rate except that METRA Park can accommodate individual needs (typically equipment). She also stated that Watchtower Convention will receive a cleaning credit. The County Commission has directed staff to use standard rates for the Watchtower Convention. These rates have not increased for 9 years.

HoopFest

Steve reported that we are looking at developing a local Hoop Fest for 2013. This will allow more time to do strategic planning and produce a premier event. Strategic planning will begin in early 2012.

Sports Consultant

Steve reported that we have received Chris Fry’s proposal which includes a contracted hourly rate for 120 days with a focus on the non-summer (value) season as an effort to not displace existing business. The Board requested a full presentation at the November meeting prior to engaging in a contract.

New Business

State Tourism Advisory Council Meeting

A committee has been formed and is developing a plan for the community reception the evening of February 7, 2012.

Monthly Meeting Change

The TBID Board meeting time will change to 9AM beginning with the November 10, 2011 meeting.

Marketing/PACE Update

Joan reviewed the Marketing/PACE update. Din Lab presented the final printed materials that were produced with grant month. They made changes to add Trailhead information and language. Two small bookings have been secured, the Trail head Classic Basketball Tournament – January 6-8, 2012; Southern Classic Basketball Tournament – December 9 – 10, 2011.

In the interest of time the marketing update and BMW Bid update were postponed to the November meeting. There being no further business, meeting adjourned at 10:10AM.

Submitted by Jennifer Reiser

	<u>Oct 11</u>	<u>Budget</u>	<u>Jul 11 - Oct 11 Actual</u>	<u>Jul 11 -Oct 11 Budget</u>	<u>2011-12 Annual Budget</u>	<u>Jul 10-Oct 10 Actual</u>
Income						
4001100 · TBID Assessments	114.84		398,371.11	407,285.00	775,000.00	358,649.13
4001500 · Miscellaneous Income	118.52		741.64			856.96
Total Income	233.36	0.00	399,112.75	407,285.00	775,000.00	359,506.09
Expense						
5001000 · Staff Expenses						
5007000 · Wages	10,218.01	11,435.00	40,813.62	46,826.00	138,306.00	36,636.04
5007100 · FICA Expense	742.51	1,073.00	2,797.52	4,280.00	12,522.00	2,468.50
5007200 · Unemployment Expense	126.31	225.00	619.11	928.00	3,430.00	312.99
5007400 · Health & Accident Expense	2,842.45	2,894.00	9,638.87	10,834.00	33,986.00	4,397.98
5007500 · Retirement Expense	614.51	600.00	2,166.66	2,485.00	9,402.00	2,424.54
5007700 · Workers Compensation Expense	80.00	139.00	320.00	482.00	1,594.00	285.00
Total 5001000 · Staff Expenses	14,623.79	16,366.00	56,355.78	65,835.00	199,240.00	46,525.05
5009000 · Administrative Expenses						
5009200 · Computers	939.70		3,562.15	1,300.00	4,000.00	
5009300 · Equipment & Repair Expense			453.85	625.00	2,500.00	442.81
5009500 · Liability Insurance	500.00		2,062.00	1,500.00	2,100.00	1,482.00
5009600 · Meeting Expenses	599.16	416.00	1,438.49	1,764.00	5,800.00	2,023.96
5009650 · Newsletter Expenses			350.00		300.00	
5009700 · Office Supplies	102.62	500.00	432.32	1,000.00	3,000.00	1,288.11
5009750 · Postage	238.58	208.00	790.06	832.00	2,500.00	360.64
5009800 · Professional Training			6.02	250.00	2,000.00	-9.29
5009850 · Legal and Accounting		4,000.00	475.00	4,500.00	6,500.00	
5009900 · Telephone/Wireless Equipment	168.40	250.00	773.17	1,000.00	3,000.00	759.73
Total 5009000 · Administrative Expenses	2,548.46	5,374.00	10,343.06	12,771.00	31,700.00	6,347.96

5150000 · Marketing Expenses						
5151000 · Advertising	17,114.76	17,604.67	77,732.83	79,655.64	216,000.00	66,810.77
5151700 · Group Service						4,906.47
5152000 · Opportunity	313.28	1,000.00	1,189.98	4,250.00	65,200.00	9,000.00
5152500 · Printed Materials	301.18	6,050.00	9,070.47	14,300.00	89,000.00	19,294.64
5153000 · Publicity	210.50	2,000.00	450.85	8,000.00	19,000.00	25,770.73
5154000 · Sales Expenses	1,251.21	500.00	12,964.90	16,000.00	55,500.00	11,636.33
5155000 · Tradeshow/Conventions	7,707.44	5,100.00	13,160.52	12,950.00	62,700.00	18,935.38
5156000 · Visitor Information Center	25.00	100.00	141.21	600.00	2,000.00	13.98
5156500 · Web Site	6,713.50	3,000.00	14,245.20	9,500.00	30,400.00	1,343.25
Total 5150000 · Marketing Expenses	33,636.87	35,354.67	128,955.96	145,255.64	539,800.00	157,711.55
Total Expense	50,809.12	57,094.67	195,654.80	223,861.64	770,740.00	210,584.56
	-50,575.76	-57,094.67	203,457.95	183,423.36	4,260.00	148,921.53

Cash	Current Month	Last Month	Last Year		
Unrestricted	225,754	276,330	181,420		
Restricted	50,000	50,000	25,000		
Total Cash			275,754	326,330	206,420



Marketing & Sales PACE Report

Citywide Meetings and Conventions

Bookings	J	A	S	O	N	D	J	F	M	A	M	J	Annual
Goal	1	1		1		1		1	1		1	1	8
Actual	0	0	0	0									0
Room Nights	J	A	S	O	N	D	J	F	M	A	M	J	Annual
Goal	1500	1500		1500		1500		1500	1500		1500	1500	11,000
Actual	0	0	0	0									0

Small Bookings

Bookings	J	A	S	O	N	D	J	F	M	A	M	J	Annual
Goal	1	0	2	1	1	1	2	1	0	1	1	0	11
Actual	0	1	0	3									4
Room Nights	J	A	S	O	N	D	J	F	M	A	M	J	Annual
Goal	325	325	700	325	325		700		325	325	325	325	7,000
Actual	0	60	0	850									910

Sporting Events

Bookings	J	A	S	O	N	D	J	F	M	A	M	J	Annual
Goal										1			1
Actual	0	0	2	0									2
Room Nights	J	A	S	O	N	D	J	F	M	A	M	J	Annual
Goal										2000			2,000
Actual	0	0	900	0									900

Total Bookings

Bookings	J	A	S	O	N	D	J	F	M	A	M	J	Annual
Goal	2	2	1	3	1	1	1	1	2	2	2	2	20
Actual	0	1	2	3									6
Room Nights	J	A	S	O	N	D	J	F	M	A	M	J	Annual
Goal	1825	1825	700	1825	325	1500	700	1500	1825	2325	1825	1825	20,000
Actual	0	60	900	850									1,810

Leads

	J	A	S	O	N	D	J	F	M	A	M	J	Annual
Goal	10	10	10	10	10	10	10	10	10	10	10	10	120
Actual	6	15	7	4*									28

*October includes only Tom's leads

Unique Visits: visitbillings.com

	J	A	S	O	N	D	J	F	M	A	M	J	Annual
Goal	25k	20k	15k	10k	10k	10k	10k	10k	15k	15k	15k	20k	175,000
Actual	24,634	25,404	15,901	14,193									80,132
Avg. Session Time	8 min 59 sec	8min 45 sec	12 min 14 sec	16 min 53 sec									8 m 59 s

Stakeholder Survey

2008-09 2009-10

79%	66%
-----	-----

Room Demand Reported on **Calendar Year 2011**

	J	F	M	A	M	J	J	A	S	O	N	D	Annual
Goal	0	0	0	0	0	0	0	0	0	0	0	0	0%
Actual	4.2	1.9	-0.3	13.3	3.2	9.1	17.2	17.2	24.2				11.1%

Reported on **Calendar Year 2012**

Room Demand

	J	F	M	A	M	J	J	A	S	O	N	D	Annual
Goal	0	0	0	0	0	0	0	0	0	0	0	0	0%
Actual													0.0%

Citywide Meetings/Conventions: Three or more hotels (approx 350 peak RN) and approx. 8,000 sq. ft mtg space.

Small Bookings: One hotel used with less than 250 peak RN.

Sporting Event: Sports oriented event using any local venue

Definite Bookings: Organization is holding their function in Billings with letter of intent on file.

Rooms Nights: Number of rooms booked over the course of the event.

Qualified Lead: Client shows interest in destination, RFPs, request dates and/or space. This total includes individual hotel event leads that would be solely contained at an individual property.

Stakeholder Survey: Annual evaluation ranking on a 10-point scale of specific marketing programs effectiveness.

Room Demand: Growth in citywide room demand based on Smith Travel Research report.

Site Tours	Room Nights	Year	Action	Quarter Toured
Chuck Manley – BMW MOA	6000	2013	Pending	1
Jane Kurlyuck – CMCA	800	4/2012 or 2013	Pending	1

Publicity	Quarter Visited
Missouri River Country/Billings CVB Fam	1

Lost Business	Reason	Year	To
ALKOTA Cleaning Systems	Not enough family activity options	2012	Dells, WI
National Volk Sport Association	Won't return Toms Calls	2015	
Livestock BIO Tech Summit	Chose larger city	2012	
Mary Kay Cosmetics	Chose larger venues	2013	
Mary Kay Cosmetics	Chose larger venues	2014	
EPA Board Meeting	Chose larger city	2012	Spokane, WA
Nat'l Wrestling Coaches Assoc.	Too expensive to fly into Billings	2012	Florida
NAFSA –Assoc of Internat'l Educators	Hotel Rates Cheaper in Bozeman	2013	Bozeman, MT
Teva Animal Health	Didn't give a specific reason	2012	Missoula, MT
Association of Public Treasurers	Bigger city and cheaper to fly into	2013/2015	Boise, ID
US Dept of Personnel Management	Less expensive to get to	2012	Springfield, MO

Advertising Campaign in Place	Description	Duration
July/August	Concert Craze Regional Leisure Promotion	July – August
September	Text to Win Dinner in Billings Promotion	September
Oct/Nov/Dec	Billings Shopping Campaign (win a \$50 Visa Gift Card)	Oct – Dec.

DVD Usage	Contact	Organization	Version	Link Use Approved & Sent Notes
	Ginny Hart	Big Horn Resort	MC	TLK
	LaRell Baldwin	Crowne Plaza	L	TLK
	Ginny Jones	Rotary	MC	JEK
	LaRell Baldwin	Crowne Plaza	L	TLK
	Lynette Aguilar	Prudential Floberg	L	KM Used on http://www.floberg.com/
	http://www.floberg.com/reloc_conn.html			
	Aaron Clingsmith	MSU-Billings	M	KM

Groups Serviced / Servicing	#Bags	Service Provided	Quarter Serviced
Quality of Life Committee (Blgs Assoc of Realtors)	500	Padded Maps & Brochures	1
Montana Silversmiths	300	Visitor Guides, Maps, Bags	1
Charity Golf Tournament	120	Bags only	1
Private Wedding Party	45	Visitor Guides Only	1
Karst Waters Institute	80	Visitor Guides, Folded Map, Padded Map	1
WalMart Heights	300	Padded Maps Only	1
Enterprise Rental Car – Down Town	200	Padded Maps , State maps	1
MasterLube	250	Visitor Guide, Custer Country, City Maps	1
Meadowlark School PTA	45	Visitor Guide, Relocation Guide, Maps	1
Holiday Inn Grand MT	250	State Maps Only	1
Forest Service	100	State Maps Only	1
Rocky Mountain Bank	8	Bags, Visitor Guide, Map, Coupons	1
Sam Studiner	160	Visitor Guide, Maps, Get Lost Stickers	1
MT Speech & Hearing	100	Visitor Guide, Maps	1
MSU-B International Studies	100	Visitor Guide, Maps, Go Play	1
BSHS Class of 1971	50	Visitor Guide, Maps	1
Enterprise Rental Car –West End	300	State Maps, Padded Maps	1
MT Parole Office	200	Visitor Guide, Maps	1
Riverstone Health	220	Visitor Guide, Maps, Weekly Event Calendar	1
Good Sam Club (RV Enthusiasts)	80	Visitor Guide, Maps, Coupons	1
Parks & Recreation	200	Visitor Guide, Maps, Coupons, Mayor Letter	1
Associated Construction Distributors	70	State Maps, Get Lost Stickers, State Guides	1
MT Nonprofit Association	500	Maps, Coupons, Their Items & Bags	1
Rocky Mountain Child Birth Conference	250	Visitor Guide only	1
League of Cities and Towns	400	Visitor Guide, Maps, TWIB, Letters, their items	2
Property Assessment for State of MT	85	Visitor Guide, Map, Coupons	2
Riverstone Health	90	Visitor Guide, Relo Guide, Hwy Map	2
MT Law Enforcement	40	Visitor Guide, Map, downtown map, Event Info	2
MT State Beekeepers Assoc.	50	City Map, Downtown Map, Coupons, Visitor Guide	2
MT State Reading Council	500	Weekly Calendar, CC, Native Info, Coupons	2
MT State Music Teachers Assoc	50	Folding map, downtown map, books	2

Total Packets as of Nov. 1, 2011: 5,643

Attendance	Reason	Quarter Attended
DMAI - Joan	CDME Education/Tradeshow	1
Connect – Tom	One on One Meeting Planner Show	1
Connect Marketplace – Tom	Tradeshow	1
Coaches Clinic – Tom/Joan	Sponsorship	1

MT Fair – Joan	Community Relations/Board Duty	1
AIANTA 2011 – Joan	Convention	1
TBID Annual Showcase – Joan	Information Booth	1
TEAMS – Tom	Tradeshow	1