



**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  
December 8, 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<br>(Comments limited to 3 minutes per speaker) |        |                |
| III  | November 10, 2011 Board Minutes pages 2-3—SW   | ACTION |                |
| IV   | Approval of Financial Report pages 4—LG  | ACTION |                |
| V    | Old Business   |        | 9:10--9:30 am  |
|      | a. Internal Financial Audit – Joyce/Ben  |        |                |
|      | b. TBID Grant Applications – Kelly   |        |                |
|      | c. Williston Air Service – John  |        |                |
| VI   | New Business   |        |                |
|      | a. Sports Marketing and Sales –<br>Presentation from Chris Frye                          | ACTION | 9:30-9:55 am   |
|      | b. Billings Air Service Overview –<br>Presentation from Tom Binford                      | ACTION | 9:55-10:20 am  |
|      | c. Chamber/CVB and TBID Contract Review – SW   |        | 10:20-10:25 am |
| VII  | Marketing/PACE Update pages 5-10 - John  |        | 10:25-10:30 am |
| VIII | Adjourn  |        |                |

**Future Meeting Dates:**

December 12, 2012 – Strategic Planning 9am Billings Hotel & Convention Center  
January 12, 2012  
February 9, 2012

## **TBID Board of Directors Minutes – November 12, 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:** Chris Ervin

**Staff Present:** John Brewer, Jennifer Reiser, Kelly McCandless

**Others Present:** none

### **Call to Order**

Steve Wahrlich, Chair of the Board, called the meeting to order at 9:00 am in the Billings Chamber of Commerce/CVB Board Room.

### **Public Comment**

If anyone has items to donate to YCLA for the Special Olympic bags please contact Shelli Mann.

### **Approval of Board Minutes**

Request for a motion to approve October 13, 2011 Board Minutes.

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

### **Approval of Financial Report**

John presented the October financial report. Ron stated that there are discrepancies between their reporting and their tax bill. John requested samples and will review with Linda and Matt Schafer. Steve requested a motion to approve the October Financial Report.

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

### **Old Business**

#### **Strategic Planning Session**

The TBID Board will hold a strategic planning session Monday December 12, 2011 from 9am-noon at the Billings Hotel and Convention Center.

#### **METRA Park – Big Sky Economic Development Meetings**

Meetings continue to discuss the funding of high school tournaments at METRA. The Commissioners will be arranging a meeting with the five largest community centers in the Montana. Concession pricing is being reviewed. The committee has requested accurate financials for high school tournaments.

#### **Sports Contract Services**

Chris Fry will be presenting at the December TBID Board meeting.

#### **990s**

Steve reported that the TBID 990s have been reviewed and filed.

#### **Internal Financial Review**

Joyce and Ben will be conducting an internal audit in November and will provide a report at the December Board meeting.

#### **Trailhead License Plate Update**

To date 111 Trailhead licenses plates have been sold. TBID provided \$4000 seed money. We anticipate \$2700 of that will be reimbursed soon.

**New Business****Bakken Marketing Opportunities/Air Service**

John relayed information on discussions that have been occurring with Gulf Stream Air regarding direct service between Billings and Williston, ND. If that were to happen how we could market it and how to develop a targeted campaign to present to Gulf Stream to initiate great visitation to our area. The Board supports the concept and further exploration. John will request that Tom Binford from the airport attend the December Board meeting.

**Statewide TBIDs**

The Board will discuss marketing for in-state travelers/room nights at the December Strategic Planning Session.

**Marketing/PACE Update**

John reviewed the Marketing/PACE update and stated that we will be addressing the booking/sales short-falls. Kelly presented a marketing update on our current and upcoming campaigns.

There being no further business, meeting adjourned at 9:55AM.

Submitted by Jennifer Reiser

Cash Basis	TOURISM BUSINESS IMPROVEMENT DISTRICT					
	Profit & Loss Budget vs. Actual					
	Nov-11					
			Jul 11 - Nov 11	Jul 11 -Nov 11	2011-12 Annual	Jul 10-Nov 10
	Nov 11	Budget	Actual	Budget	Budget	Actual
<b>Income</b>						
4001100 - TBID Assessments	0.00		398,371.11	407,285.00	775,000.00	358,649.13
4001500 - Miscellaneous Income	2,859.71		3,601.35			1,009.75
<b>Total Income</b>	<b>2,859.71</b>	<b>0.00</b>	<b>401,972.46</b>	<b>407,285.00</b>	<b>775,000.00</b>	<b>359,658.88</b>
<b>Expense</b>						
<b>5001000 - Staff Expenses</b>						
5007000 - Wages	23,141.67	11,435.00	63,955.29	58,261.00	138,306.00	45,479.05
5007100 - FICA Expense	1,695.09	1,067.00	4,492.61	5,347.00	12,522.00	3,062.27
5007200 - Unemployment Expense	65.34	225.00	684.45	1,153.00	3,430.00	312.99
5007400 - Health & Accident Expense	2,518.81	2,894.00	12,157.68	13,728.00	33,986.00	5,553.55
5007500 - Retirement Expense	1,550.52	600.00	3,717.18	3,085.00	9,402.00	3,008.55
5007700 - Workers Compensation Expense	92.50	139.00	412.50	621.00	1,594.00	340.00
<b>Total 5001000 - Staff Expenses</b>	<b>29,063.93</b>	<b>16,360.00</b>	<b>85,419.71</b>	<b>82,195.00</b>	<b>199,240.00</b>	<b>57,756.41</b>
<b>5009000 - Administrative Expenses</b>						
5009200 - Computers			3,562.15	1,300.00	4,000.00	
5009300 - Equipment & Repair Expense	19.98	625.00	473.83	1,250.00	2,500.00	1,015.68
5009500 - Liability Insurance		600.00	2,062.00	2,100.00	2,100.00	1,982.00
5009600 - Meeting Expenses	651.98	416.00	2,090.47	2,180.00	5,800.00	2,353.24
5009650 - Newsletter Expenses		150.00	350.00	150.00	300.00	
5009700 - Office Supplies	7.84		440.16	1,000.00	3,000.00	1,467.16
5009750 - Postage	174.86	208.00	964.92	1,040.00	2,500.00	743.29
5009800 - Professional Training		1,000.00	6.02	1,250.00	2,000.00	-9.29
5009850 - Legal and Accounting	4,450.00	750.00	4,925.00	5,250.00	6,500.00	500.00
5009900 - Telephone/Wireless Equipment	120.00	250.00	893.17	1,250.00	3,000.00	1,013.21
<b>Total 5009000 - Administrative Expenses</b>	<b>5,424.66</b>	<b>3,999.00</b>	<b>15,767.72</b>	<b>16,770.00</b>	<b>31,700.00</b>	<b>9,065.29</b>
<b>5150000 - Marketing Expenses</b>						
5151000 - Advertising	29,360.76	17,604.67	107,093.59	97,260.31	216,000.00	86,003.45
5151700 - Group Service						5,328.38
5152000 - Opportunity			1,189.98	4,250.00	65,200.00	9,000.00
5152500 - Printed Materials	25,657.51	2,050.00	34,727.98	16,350.00	89,000.00	22,004.44
5153000 - Publicity	337.99		788.84	8,000.00	19,000.00	25,833.86
5154000 - Sales Expenses	3,592.30	500.00	16,557.20	16,500.00	55,500.00	13,474.97
5155000 - Tradeshows/Conventions	2,523.26	1,500.00	15,683.78	14,450.00	62,700.00	26,079.44
5156000 - Visitor Information Center	139.95	100.00	281.16	700.00	2,000.00	47.51
5156500 - Web Site		2,500.00	14,245.20	12,000.00	30,400.00	2,345.84
<b>Total 5150000 - Marketing Expenses</b>	<b>61,611.77</b>	<b>24,254.67</b>	<b>190,567.73</b>	<b>169,510.31</b>	<b>539,800.00</b>	<b>190,117.89</b>
<b>Total Expense</b>	<b>96,100.36</b>	<b>44,613.67</b>	<b>291,755.16</b>	<b>268,475.31</b>	<b>770,740.00</b>	<b>256,939.59</b>
	<b>-93,240.65</b>	<b>-44,613.67</b>	<b>110,217.30</b>	<b>138,809.69</b>	<b>4,260.00</b>	<b>102,719.29</b>
<b>Cash</b>						
			<b>Current Month</b>	<b>Last Month</b>	<b>Last Year</b>	
			Unrestricted	132,514	225,754	135,218
			Restricted	50,000	50,000	25,000
			<b>Total Cash</b>	<b>182,514</b>	<b>275,754</b>	<b>160,218</b>



## Marketing & Sales PACE Report

### Citywide Meetings and Conventions

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

### Small Bookings

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

### Sporting Events

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

Total Bookings

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

Leads

	<b>J</b>	<b>A</b>	<b>S</b>	<b>O</b>	<b>N</b>	<b>D</b>	<b>J</b>	<b>F</b>	<b>M</b>	<b>A</b>	<b>M</b>	<b>J</b>	<b>Annual</b>
Goal	10	10	10	10	10	10	10	10	10	10	10	10	120
Actual	6	15	7	4*	9								37

\* October indicates only Tom's leads

Unique Visits: visitbillings.com

	<b>J</b>	<b>A</b>	<b>S</b>	<b>O</b>	<b>N</b>	<b>D</b>	<b>J</b>	<b>F</b>	<b>M</b>	<b>A</b>	<b>M</b>	<b>J</b>	<b>Annual</b>
Goal	25k	20k	15k	10k	10k	10k	10k	10k	15k	15k	15k	20k	175,000
Actual	24,634	25,404	15,901	14,193	17,941								98,073
Avg. Session Time	8 min 59 sec	8min 45 sec	12 min 14 sec	16 min 53 sec	17m 36 sec								8 m 59 s

Stakeholder Survey

2008-09      2009-10

79%	66%
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Room Demand      Reported on **Calendar Year 2011**

	<b>J</b>	<b>F</b>	<b>M</b>	<b>A</b>	<b>M</b>	<b>J</b>	<b>J</b>	<b>A</b>	<b>S</b>	<b>O</b>	<b>N</b>	<b>D</b>	<b>Annual</b>
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%

Room Demand Reported on **Calendar Year 2012**

	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.

**CVB Activity Report**

<b>Booked</b>	<b>Room Nights</b>	<b>Month/Year</b>	<b>Location</b>	<b>Quarter Booked</b>
LPO Overnights (Law Enf. Training Seminar)	60	5/2012	HIGMT	1
Trailhead Classic Basketball	250	1/2012	City Wide	1
Southern Classic Basketball	650	12/2011	City Wide	1
MT Organic Association	300	12/2011	Hilltop/St. V's	2
United Pentecostal	250	7/2012	TBD	2
Helms Briscoe Leadership Forum	300	TBD	TBD	2

<b>10-11 Bids/RFP's</b>	<b>Room Nights</b>	<b>Year</b>	<b>Status</b>	<b>Decision Date</b>	<b>Quarter Bid</b>
BMW Motorcycle Owners of America	6000	2013	Pending	11/2011	3
The Evangelical Church	50	2011	Cancelled	10/2011	3
Opportunity Knocks	60	2011	Cancelled		3
Building Bridges (Film making group)	600	10/2011	Cancelled	11/2011	4
Christian Meetings & Conventions	800	4/2012 or '13	Pending	6/2012	4
Association of Public Treasurers	750 each year	7/13 and/or 15	Lost		4
Non-Profit Users Group	300	10/2012	Pending	10/2011	4
24 <sup>th</sup> Annual Tanks Conf & Expo	1100	9/2013	Pending	2012	4

<b>11-12 Bids/RFP's</b>	<b>Room Nights</b>	<b>Year</b>	<b>Status</b>	<b>Decision Date</b>	<b>Quarter Bid</b>
Teva Animal Health	300	2012	Lost		1
TAP – Board Meeting	60	2012	Pending	11/2011	1
TAP – Annual Meeting	240	2012	Pending	11/2011	1
NAFSA –Assoc of Internat'l Educators	700	2013	Lost		1
Shore Destination (Native Am Training)	100		Cancelled		1
LPO Overnights	60		Booked		1
Assoc. of Partners for Public Lands	1600	2014	Pending	12/2011	1
US Dept of Personnel Management	1200	2012	Lost	11/2011	1
United Pentecostal Church	250	2012	Booked		2

<b>Presentations</b>	<b>Results</b>	<b>Quarter Presented</b>
Optimist Club	General CVB program of work presented	2

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



**Publicity**

Missouri River Country/Billings CVB Fam

**Quarter Visited**

1

**Lost Business**

	<b>Reason</b>	<b>Year</b>	<b>To</b>
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**

July/August  
September  
Oct/Nov/Dec

**Description**

Concert Craze Regional Leisure Promotion  
Text to Win Dinner in Billings Promotion  
Billings Shopping Campaign (win a \$50 Visa Gift Card)

**Duration**

July – August  
September  
Oct – Dec.

**DVD Usage**

<b>Contact</b>	<b>Organization</b>	<b>Version</b>	<b>Link Use Approved &amp; Sent</b>	<b>Notes</b>
Ginny Hart	Big Horn Resort	MC		TLK
LaReil Baldwin	Crowne Plaza	L		TLK
Ginny Jones	Rotary	MC		JEK
LaReil Baldwin	Crowne Plaza	L		TLK
Lynette Aguilar	Prudential Floberg	L		KM Used on <a href="http://www.floberg.com/">http://www.floberg.com/</a>
<a href="http://www.floberg.com/reloc_conn.html">http://www.floberg.com/reloc_conn.html</a>				
Aaron Clingingsmith	MSU-Billings	M		KM

**Groups Serviced / Servicing**

	<b>#Bags</b>	<b>Service Provided</b>	<b>Quarter Serviced</b>
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, 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
Rocky Mtn Assoc. of Fairs	500	Maps and their materials	2

Total Packets as of Dec. 1, 2011: 6,143

<b>Attendance</b>	<b>Reason</b>	<b>Quarter Attended</b>
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
Rejuvenate – Tom	One on One Meeting Planner Show	2