



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
May 10, 2012
Chamber Board Room – 9:00 a.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 | April 27, 2012 Board Minutes pages 2 —SW | ACTION |
| IV | Approval of April Financial Report page 3—LG | ACTION |
| V | Old Business
a. Yellowstone Aquatics and Courts- JB
b. METRA Fundraising - JB
c. 2012-13 Marketing Plan/Objectives
d. CVB Measurable Objectives | 9:10-9:20 am |
| VI | New Business
a. National Tourism Week
b. Board Terms and 2012-13 Officers | 9:20-9:30 am |
| VII | Strategic Discussion – AT/KM
What should the 2012-13 leisure advertising campaign consist of to best reach the value season target? | 9:30-9:50am |
| VIII | Marketing/PACE Update pages 4-10 - JB
a. AAU Bid - AT | 9:50-10:00am |
| IX | Adjourn | |

Executive Session – TBID Salary Allocations

Future Meeting Dates:

June 14, 2012

July 12, 2012

TBID Board of Directors Minutes – April 27, 2012

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

Board Members Absent: Ben Kerns

Ex-Officio member Present: Chris Ervin

Staff Present: John Brewer, Jennifer Reiser, Alex Tyson, Tom Krause, Kelly McCandless

Others Present: none

Call to Order

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

Public Comment

none

Approval of Board Minutes

Request for a motion to approve March 30, 2012 Board Minutes.

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

Approval of Financial Report

John presented the March financial report. The TBID will end the year with a surplus. The Board will need to determine how to allocate these funds. It is typically put into reserves. Steve requested a motion to approve the March Financial Report.

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

Old Business

METRA Tour and Discussion

Steve stated that several Board members and staff participated in a tour of METR and a discussion regarding funding capital improvement. Funding capital improvement at METRA should be a multi-strategy approach: food and beverage should be increased during tournaments; fundraising; parking; and specifically regarding MHSA the Muri's have proposed an idea that would support MHSA bottom line while rising ticket prices. The fundraising committee is scheduled to meet May 9, 2012. Cheri Milne will represent the TBID Board on this committee.

Williston Market Follow-up

Plans for including the Williston market have been incorporated in the marketing plan.

Yellowstone Aquatics and Courts

John reviewed the articles of incorporation as well as state law and local regulations. Since TBID falls under BID legislations, this allows for bricks and mortar, however city regulations and articles of incorporation are specific to marketing. Ultimately the Board needs to consider if this project supports our mission to fill room nights.

MOTION: Shelli motioned to contribute up to \$5000 to be given based on determined need provided the TBID receives exposure including representation at the press conference and use of the TBID logo to promote what this development means for tourism.

Five in favor; Ron Spence opposed; Motion carried.

New Business

2012-13 Budget and Marketing Plan

Staff presented the 2012-13 budget and marketing plan. The value season will be defined as October through April. Measurable objectives need to be established. Steve and Cheri will meet with John, Alex and Kelly to determine the 2012-13 goals.

MOTION: Ginny motioned to approve the budget and marketing plan for presentation to the City Council pending changes to the marketing plan and addition of the 2012-13 goals; Ron seconded; Motion carried.

Marketing/PACE Update

PACE Report was provided.

The meeting adjourned at 11:05 a.m.

Submitted by Jennifer Reiser

Cash Basis		TOURISM BUSINESS IMPROVEMENT DISTRICT					
		Profit & Loss Budget vs. Actual					
		March 2012					
				Jul 11 - Mar 12	Jul 11-Mar 12	2011-12 Annual	Jul 10-Mar 11
		Mar 12	Budget	Actual	Budget	Budget	Actual
Income							
	4001100 · TBID Assessments			780,671.91	775,000.00	775,000.00	731,080.62
	4001500 · Miscellaneous Income	156.32		4,603.94			2,413.99
	Total Income	156.32	0.00	785,275.85	775,000.00	775,000.00	733,494.61
Expense							
5001000 · Staff Expenses							
	5007000 · Wages	7,560.24	11,435.00	92,371.53	104,001.00	138,306.00	90,027.09
	5007100 · FICA Expense	507.78	1,025.00	6,387.58	9,447.00	12,522.00	6,132.99
	5007200 · Unemployment Expense	188.19	375.00	1,283.53	2,528.00	3,430.00	1,087.88
	5007400 · Health & Accident Expense	1,237.31	2,894.00	18,526.70	25,304.00	33,986.00	13,274.29
	5007500 · Retirement Expense	359.52	928.00	5,329.82	6,618.00	9,402.00	5,414.59
	5007800 · Staff Employment Expenses			175.00			
	5007700 · Workers Compensation Expense	43.00	139.00	608.50	1,177.00	1,594.00	660.00
	Total 5001000 · Staff Expenses	9,896.04	16,796.00	124,682.66	149,075.00	199,240.00	116,596.84
5009000 · Administrative Expenses							
	5009200 · Computers	1,340.00	2,000.00	4,902.15	5,500.00	7,500.00	2,016.81
	5009300 · Equipment & Repair Expense	199.90	125.00	773.68	875.00	1,500.00	1,159.58
	5009500 · Liability Insurance			2,062.00	2,100.00	2,100.00	1,982.00
	5009600 · Meeting Expenses	335.22	666.00	3,639.31	4,194.00	5,800.00	4,671.87
	5009650 · Newsletter Expenses			350.00	150.00	300.00	
	5009700 · Office Supplies	419.34		1,418.47	2,000.00	3,000.00	2,681.64
	5009750 · Postage	158.95	208.00	1,524.77	1,872.00	2,500.00	2,044.29
	5009800 · Professional Training			6.02	2,000.00	9,000.00	11.13
	5009850 · Legal and Accounting	425.00		5,350.00	5,750.00	6,500.00	7,627.00
	5009900 · Telephone/Wireless Equipment	85.00	250.00	1,217.90	2,250.00	3,000.00	1,883.20
	Total 5009000 · Administrative Expenses	2,963.41	3,249.00	21,244.30	26,691.00	41,200.00	24,077.52
5150000 · Marketing Expenses							
	5151000 · Advertising	15,398.27	19,866.67	184,719.84	190,569.66	223,100.00	181,258.89
	5151700 · Group Service						6,990.36
	5152000 · Opportunity		3,500.00	20,410.89	23,550.00	55,000.00	23,375.00
	5152500 · Printed Materials		7,365.00	37,737.16	58,645.00	64,950.00	26,279.47
	5153000 · Publicity		4,000.00	788.84	7,500.00	14,500.00	31,758.15
	5154000 · Sales Expenses	2,423.81	8,450.00	40,103.20	64,900.00	70,500.00	35,271.14
	5155000 · Tradeshows/Conventions	3,771.82	1,600.00	41,281.05	37,300.00	39,800.00	54,108.18
	5156000 · Visitor Information Center		100.00	617.05	1,600.00	2,000.00	233.29
	5156500 · Web Site	15.00	5,000.00	19,541.30	27,400.00	35,400.00	7,333.34
	Total 5150000 · Marketing Expenses	21,608.90	49,881.67	345,199.33	411,464.66	505,250.00	366,607.82
	Total Expense	38,837.92	76,577.67	508,355.31	613,926.66	745,690.00	522,453.70
		-37,459.55	-76,577.67	278,298.91	161,073.34	29,310.00	221,942.57
			Cash	Current Month	Last Month	Last Year	
			Unrestricted	300,595	338,055	255,209	
			Restricted	50,000	50,000	25,000	
			Total Cash	350,595	388,055	280,209	



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	2	0	0	0	0			2
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	4800	0	0	0	0			4,800

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	0	2	3	2	4	3			18
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	0	350	500	375	550	1395			4,080

Sporting Events

Bookings	J	A	S	O	N	D	J	F	M	A	M	J	Annual
Goal										1			1
Actual	0	0	2	0	0	0	0	0	0	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	0	0			0	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	0	4	3	2	4	3			22
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	0	5150	500	375	550	1395			9,780

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*	9	4	4	9	5	2			61

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	17,941	23,667	28,761	25,764	32,622	27,581			236,468
Avg. Session Time	8 min 59 sec	8min 45 sec	12 min 14 sec	16 min 53 sec	17m 36 sec	22m 58sec	23m 19sec		25m 43sec	26m 56sec			N/A

Stakeholder Survey

2008-09	2009-10	2011-2012
79%	66%	83%

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	10.2	11.1	14.9	11.2%

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	7.9	11.7	17.7										13.2%

Citywide Meetings/Conventions: Three or more hotels (approx 400 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.

City Wide Bookings

January: MCEL '13 - 2400
RN
MCEL '15 - 2400
RN

April: California Coalition Against Sexual Abuse: 1255 RN

August: LPO Overnights(Law Enf. Training Sem) 5/2012

October: MT Organic Assoc - 300 RN
United Pentecostal - 250 RN
Helms Briscoe - 300 RN

January: Leadership Summit - 200 RN
Shore Destinations (BIA) - 100 RN
EDGETA - 200 RN
Montana Crime Prevention Association- 300 RN,

February: Jewish Youth Group Summer Tour- 75 RN (25 RN Each Night)

Sept: Trailhead Classic - 250 RN
Southern Classic - 650 RN

Small Bookings

April: Coyote Hunters: 100 RN
Women of Faith: 40 RN

CVB Activity Report

Booked	Room Nights	Month/Year	Location	Quarter Booked
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
Leadership Summit	200	3/2012	Crowne	2
Shore Destinations (BIA)	150	3/2012	TBD	2
MT Conf. of Education Leadership	2400/year	2013 & 2015	City wide	2
EDGETA	200	8/2012	Various	3
Montana Crime Prevention Assoc.	300	10/2012	BHCC	3
Jewish Youth Tour	75(25-3 arrivals)	6 & 7/2012	Hilton	3
Heart and Sole Rooms	165	6/2012	Downtown	3
Women of Faith Staff Rooms	40	4/2012	Holiday Inn	3
Native American Gaming Commission	150	8/2012	BHCC	3
U.S. Institute/MRRIC Meeting	200	6/2012	Holiday Inn	3
California Coalition Against Sexual Abuse	1255	7/2012	HIGM	4
MT WY Coyote Hunters Assoc.	100	11/2012	BHCC	4

10-11 Bids/RFP's	Room Nights	Year	Status	Decision Date	Quarter Bid
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	Lost	10/2011	4
24 th Annual Tanks Conf & Expo	1100	9/2013	Pending	2012	4

11-12 Bids/RFP's	Room Nights	Year	Status	Decision Date	Quarter Bid
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Teva Animal Health	300	2012	Lost		1
TAP – Board Meeting	60	2012	Lost	11/2011	1
TAP – Annual Meeting	240	2012	Lost	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	Lost	12/2011	1
US Dept of Personnel Management	1200	2012	Lost	11/2011	1
United Pentecostal Church	250	2012	Booked		2
Leadership Summit	200	2012	Booked	12/2011	2
NISLA (Nat'l Nursing Group)	200	2012	Pending	03/2012	2
Shore Destinations (BIA)	150	2012	Booked	12/2011	2
Sage Consulting – Board Training	100	2012	Pending	3/2012	3
US Institute MRRIC Meeting	275	2012	Booked	3/2012	3
EDGETA (Early Days Gas Electric Train Assoc.)	200	2012	Booked	2/2012	3
Assoc. of State & Terr. Solid Waste Mgmt	550	2013	Lost	4/2012	3
Montana Crime Prevention	300	2012	Booked		3
Jewish Youth Group	75	2012	Booked		3
MT WY Coyote Hunters Assoc.	100	11/2012	Booked	3/2012	3
Nat'l Indian Gaming Assoc.	150	12/2012	Booked	3/2012	3
Heart and Sole	165	6/2012	Booked		3
Women of Faith	40	4/2012	Booked		3
California Coalition Against Sexual Abuse	1255	7/2012	Booked	3/2012	3
Vietnam Vets Leadership Conference	1500	7/2016	Pending	10/2012	4

Presentations

Optimist Club
Leadership Billings
Youth Leadership Billings
Park City

Results

General CVB program of work presented
General CVB program of work presented
Your Big Backyard
General Tourism and Hospitality

Quarter Presented

2
3
3
3

Site Tours

Chuck Manley – BMW MOA	6000
Jane Kurlyuck – CMCA	800

Room Nights

Year	2013
	4/2012 or 2013

Action

Pending
Pending

Quarter Toured

1
1

Publicity

Missouri River Country/Billings CVB Fam

Quarter Visited

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
Non Profit Users Group	Less expensive to get to Boise	2012	Boise, ID
TAP Meetings	S.E. Montana managing TAP	2012	
Assoc. of Partners for Public Lands	Awaiting Explanation	2014	
Assoc. of State & Terr. Solid Waste Mgmt	Missoula- It's prettier	2013	Missoula, MT

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.
Jan/Feb/Mar	Billings Getaway Campaign (Couple's Getaway giveaway)	Jan – Mar

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
Rocky Mtn Assoc. of Fairs	500	Maps and their materials	2
Montana Organics	125	VG, Map, event calendar	2
MT Stockgrower's	500	Maps, coupons, their bags	2
Shrine Clown Convention	200	VGs, Maps	3
MATE Show and Home Health Expo	250	Bags, Booth w/ Volunteers	3
NAIW	30	VG's, Map, Canadian Flag (will return to us)	3
State Wrestling Hospitality	300	Food and beverage, volunteers	3
Eastern A Division Hospitality	200	Financial assistance	3
Antique Tractor Club	200	Bags	3
Beartooth Challenge	150	VG, Large Folding City Map	3
Billings Amateur Hockey Association	150	VG, Chap sticks	3
Encode Corp	6	VG, Large Folding City Map, Relo, Simply Family	3
Beartooth Back Country Horseman	200	VG, Large Folding City Map	3
Altana FCU- Heidi Knudson	225	VG, City Map, Tear off & DT Map	4
Medical Convention	70	VG, City and DT Map	4
MT Dietary Managers	30	VG, DT Map and City Map	4
Big Sky Handbell Festival	350	VG, City Map, Tear off Map	4
Daughters of Amer. Revol.	80	Letter from Mayor, VG, Maps	4
Magic City Soccer Tournament	1800	Visitor Guides	4
Special Olympics	300	VG, City Map	4
Grand Lodge of MT- Masons	300	VG, City Map, Tear off Map	4

Total Packets as of May. 1, 2012: 11,609

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
Rejuvenate – Tom	One on One Meeting Planner Show	2
Collinson Leadership Summit – Tom	Special invitation one on one show	2
HelmsBriscoe – Tom	One on One Meeting Planner Show	3
Williston- John and Kelly	Williston Fact Finding Mission	3
MSAE Helena- Tom	Monthly Lunch	3
Destination Showcase- Tom	Tradeshow	3
Meetings Industry Council	Tradeshow	3
Conference Direct	One on One Meeting	3
DMAI CEO Summit-Alex	Training	4
Governors Conference- JB, AT, KM	Annual Conference	4
MSAE Annual Meeting- Tom	Annual Meeting	4
Rocky Mtn. International- Alex	One on One Meeting Tradeshow	4