



**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  
June 14, 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<br>(Comments limited to 3 minutes per speaker)   |                                   |
| III  | Approval of May 10, 2012 Board Minutes pages 2-3 —SW   | ACTION                            |
| IV   | Approval of May Financial Report page 4—LG   | ACTION                            |
| V    | Old Business<br>a. WatchTower Contract/Accommodations  | 9:10-9:20 am                      |
| VI   | New Business<br>a. Officer Selection - SW<br>b. TBID Grant Application Selection - AT<br>c. METRA “Tournament Club” - JB<br>d. Judy Randall Visit - JB | 9:20-10:10 am<br>ACTION<br>ACTION |
| VIII | Marketing/PACE Update pages 5-13 - JB<br>a. AAU Update - AT  | 10:10-10:20 am                    |
| IX   | Adjourn  |                                   |

**Future Meeting Dates:**

July 12, 2012  
August 9, 2012

## TBID Board of Directors Minutes – May 10, 2012

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

**Board Members Absent:** none

**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 April 27, 2012 Board Minutes.

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

### Approval of Financial Report

John presented the April financial report. Steve requested a motion to approve the April Financial Report.

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

### Old Business

#### Yellowstone Aquatics and Courts

John spoke with Adam Kimmet with YAC regarding TBID's support of the project. The YAC Board met last week and John is waiting to hear back from them. The Board would also like John to verify that this facility will be utilized as a regional sports venue to ensure that it will be designed to accommodate larger events.

#### METRA Fundraising

Cheri and John met with the fundraising group May 9, 2012. The fundraising goal for 2014 to offset capital improvement fees will be \$30-\$60,000 targeting approximately 80 businesses at \$500 each and will include an advertising package. The group will meet again May 24, 12. It has been proposed that a contract services person be hired to manage the fundraising efforts and that this position be funded by Chamber/CVB/TBID and Big Sky Economic Development. The Board tabled the contract services position funding discussion until after the next meeting. Also, the Board would still like clarification on tickets sales vs. turnstile counts.

#### 2012-13 Budget and Marketing Plan

The 2012-13 Budget and Marketing Plan still need City approval.

#### CVB Measurable Objectives

Alex reviewed the Measurable Objectives. New tracking for unique web visits will utilize Google analytics. The "booking" definition has been revised to include times when staff expends effort for booking. A formula will be developed to calculate actual room nights from bookings. John presented the Booking Report 2008-present and its economic impact on Billings.

#### New Business

##### National Tourism Week

A banner is in place on the 27<sup>th</sup> Street Skybridge. Our number of followers is growing on both FaceBook and Twitter. This week's social media campaign includes travel facts and tourism's impact on frontline employees. A legislative roundtable is scheduled for May 25, 2012 to educate legislators on tourism.

**Board Terms**

First terms for both Shelli and Steve are ending. Both have reapplied for a second term. Openings have been posted as required.

**Officers**

Please contact John if you are interested in serving as an officer. Officers will be selected at the June TBID Board meeting.

**Strategic Discussion**

Kelly reviewed our marketing efforts as well as the proposed advertising spending including the leisure audience, peak season and value season marketing, and value season events/deals.

**Marketing/PACE Update**

PACE Report was provided.

The meeting adjourned at 10:30 a.m.

The Board entered an Executive Session. John distributed salaries for TBID staff for those that wanted it. This is public information and was willingly provided. The Board had a discussion on the motive for Muri's request for this information.

Submitted by Jennifer Reiser

Cash Basis			TOURISM BUSINESS IMPROVEMENT DISTRICT			
			Profit & Loss Budget vs. Actual			
			May 2012			
			Jul 11 - May 12	Jul 11-May 12	2011-12 Annual	Jul 10-May 11
			Actual	Budget	Budget	Actual
	May 12	Budget				
<b>Income</b>						
4001100 - TBID Assessments			780,671.91	775,000.00	775,000.00	743,751.62
4001500 - Miscellaneous Income	120.83		6,103.14			2,726.15
<b>Total Income</b>	<b>120.83</b>	<b>0.00</b>	<b>786,775.05</b>	<b>775,000.00</b>	<b>775,000.00</b>	<b>746,477.77</b>
<b>Expense</b>						
<b>5001000 - Staff Expenses</b>						
5007000 - Wages	13,515.03	11,435.00	119,280.45	126,871.00	138,306.00	111,383.59
5007100 - FICA Expense	955.88	1,025.00	8,290.10	11,497.00	12,522.00	7,583.37
5007200 - Unemployment Expense	332.11	301.00	1,946.17	3,130.00	3,430.00	1,521.69
5007400 - Health & Accident Expense	1,548.91	2,894.00	21,605.04	31,092.00	33,986.00	17,522.83
5007500 - Retirement Expense	738.68	928.00	6,816.23	8,474.00	9,402.00	6,582.61
5007800 - Staff Employment Expenses			175.00			
5007700 - Workers Compensation Expense	123.00	139.00	774.50	1,455.00	1,594.00	820.00
<b>Total 5001000 - Staff Expenses</b>	<b>17,213.61</b>	<b>16,722.00</b>	<b>158,887.49</b>	<b>182,519.00</b>	<b>199,240.00</b>	<b>145,414.09</b>
<b>5009000 - Administrative Expenses</b>						
5009200 - Computers	372.50		5,274.65	6,600.00	7,500.00	2,916.81
5009300 - Equipment & Repair Expense			773.68	875.00	1,500.00	1,682.48
5009500 - Liability Insurance			2,062.00	2,100.00	2,100.00	1,982.00
5009600 - Meeting Expenses	637.34	416.00	4,844.38	5,376.00	5,800.00	5,426.85
5009650 - Newsletter Expenses			350.00	300.00	300.00	
5009700 - Office Supplies			1,560.14	2,500.00	3,000.00	2,784.62
5009750 - Postage	12.85	208.00	1,570.81	2,288.00	2,500.00	2,350.66
5009800 - Professional Training	1,031.10		264.84	9,000.00	9,000.00	306.13
5009850 - Legal and Accounting	470.00	750.00	5,820.00	6,500.00	6,500.00	7,627.00
5009900 - Telephone/Wireless Equipment	67.50	250.00	1,552.89	2,750.00	3,000.00	2,326.36
<b>Total 5009000 - Administrative Expenses</b>	<b>2,591.29</b>	<b>1,624.00</b>	<b>24,073.39</b>	<b>38,289.00</b>	<b>41,200.00</b>	<b>27,402.91</b>
<b>5150000 - Marketing Expenses</b>						
5151000 - Advertising	20,006.63	16,866.67	204,726.47	207,436.33	223,100.00	193,103.57
5151700 - Group Service						7,440.36
5152000 - Opportunity	566.25	2,500.00	20,977.14	26,050.00	55,000.00	32,575.00
5152500 - Printed Materials		5,365.00	37,737.16	64,010.00	64,950.00	56,556.91
5153000 - Publicity	1,981.39	3,500.00	2,770.23	11,000.00	14,500.00	34,129.20
5154000 - Sales Expenses	3,571.47	2,050.00	43,674.67	66,950.00	70,500.00	35,728.95
5155000 - Tradeshows/Conventions	-24.00		41,257.05	37,300.00	39,800.00	57,915.07
5156000 - Visitor Information Center	233.52	200.00	850.57	1,800.00	2,000.00	356.29
5156500 - Web Site	11,329.35	3,500.00	30,870.65	30,900.00	35,400.00	9,180.89
<b>Total 5150000 - Marketing Expenses</b>	<b>37,664.61</b>	<b>33,981.67</b>	<b>382,863.94</b>	<b>445,446.33</b>	<b>505,250.00</b>	<b>426,986.24</b>
<b>Total Expense</b>	<b>57,469.51</b>	<b>52,327.67</b>	<b>565,824.82</b>	<b>666,254.33</b>	<b>745,690.00</b>	<b>599,803.24</b>
	<b>-57,348.68</b>	<b>-52,327.67</b>	<b>220,950.23</b>	<b>108,745.67</b>	<b>29,310.00</b>	<b>146,674.53</b>
			<b>Cash</b>	<b>Current Month</b>	<b>Last Month</b>	<b>Last Year</b>
			Unrestricted	243,247	300,595	179,941
			Restricted	50,000	50,000	25,000
			<b>Total Cash</b>	<b>293,247</b>	<b>350,595</b>	<b>204,941</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	2	0	0	0	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	1500	1500		1500		1500		1500	1500		1500	1500	11,000
Actual	0	0	0	0	0	4800	0	0	0	0	0		4,800

### 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	2	3	2	4	2	1		18
<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	350	500	375	550	140	150		2,975

### 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	0	0	0	0	0	1		3
<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	0			0	0	1500		2,400

### 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	4	3	2	4	3	2		24
<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	5150	500	375	550	1395	1650		11,430

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	3		64

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	30,067		266,535
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	26m	25m 43sec	26m 56sec	25m 48sec		N/A

Stakeholder Survey

	2011-2008-09	2009-10	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	26.3									17.1%

**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**

<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
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
MT WY Coyote Hunters Assoc.	100	11/2012	BHCC	4
AAU Grand Nationals	1500(TBD)	6/2013	City Wide	4
AAU- USAW- Annual Meeting	150	5/2013	TBD	4

<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	Lost	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	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	Cancelled	3/2012	3
Vietnam Vets Leadership Conference	1500	7/2016	Pending	10/2012	4
AAU Grand National Wrestling	1500	6/2013	Booked	5/2012	4
AAU-USAW Annual Wrestling Meeting	150	5/2013	Booked	5/2012	4

**Presentations**

Optimist Club
Leadership Billings
Youth Leadership Billings
Park City
AAU Presentation in Missoula (Tom)
Local CPA's Group (Alex)

**Results**

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

**Quarter Presented**

2
3
3
3
4
4

<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 Kurlyuck – CMCA	800	4/2012 or 2013	Pending	1
Pierre- French Tour Operator-RMI	N/A	Ongoing	N/A	4

<b>Publicity</b>	<b>Quarter Visited</b>
Missouri River Country/Billings CVB Fam	1

<b>Lost Business</b>	<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
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
CALCASA	Cancelled because didn't get gov't funding	2012	Cancelled

<b>Advertising Campaign in Place</b>	<b>Description</b>	<b>Duration</b>
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
April	Billings Getaway Campaign (Family PBR Giveaway)	April
May/Jun	Billings Getaway Campaign (Family Fun Giveaway)	May-Jun

<b>Groups Serviced / Servicing</b>	<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, 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
Alpha Delta Kappa	40	VG, MT Stickers, Zoo Brochures	4

Total Packets as of June 1, 2012: 11,649

<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
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
AAU Bid Presentation- Tom and Chris	Annual Meeting	4