



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

**TOURISM BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING**

September 13th, 2018

BILLINGS CHAMBER BOARD ROOM – 8:30 AM

*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 – R. Spence, Chairman.....8:30
- II. Public Comment – Comments offered regarding items not included on the agenda
(Comments limited to three (3) minutes per speaker)
- III. Approval of August Board Meeting Minutes – R. Spence – Pages 3-4.....ACTION
- IV. Approval of August Financial & Variance Reports – M. Stevenson– Pages 4-6.....ACTION
- V. Old Business.....8:45-9:30
 - a. SBURA Recreation/Sports District Progress – R. Spence
 - i. Guest Presenter - Steve Zeier, SBURA
 - b. Ravalli County TBID Legalities Update – S. Wahrlich.....ACTION
 - c. Board Liability and FY19 Forms – A. Voeltz/A. Tyson
 - d. Marine Corp. League Attendance Building Recap – R. Spence/A. Voeltz
- VI. New Business.....9:30-10:15
 - a. Entrepreneurship Center – J. BrewerACTION
 - i. Guest Presenter – Dena Johnson, Big Sky Economic Development, SBDC Regional Director
 - b. OBSD Update – J. Brewer/ A. Tyson
 - c. NAIA Bid 2021-2024 – A. Tyson.....ACTION
 - d. VisaVue Reporting How-To – A. Tyson
- VII. Partner Update.....10:15-10:20
 - a. Chamber of Commerce – Sean Lynch, Chamber Board/TBID Board Liaison
- VIII. Board Comments.....10:20-10:30
- IX. Adjournment – R. Spence.....ACTION

Next TBID Board Meeting: October, 11th 2018



Managed by the Billings Chamber

BOARD OF DIRECTORS

MINUTES – August 9, 2018

Board Members Present: Ron Spence, Brian Arneson, Steve Wahrlich (By phone), George Maragos, Lori Walker, Shelli Mann, Joe Studiner

Board Members Absent:

Ex-Officio Member Present: Sean Lynch

Staff Present: Alyssa Voeltz, Megan Stevenson, Dan Brooks, Alyson Murnion, Luke Ashmore, John Brewer, Stefan Cattarin

Others Present: Autumn Albert and Stacy Lynn with Erck Hotels, Ginny Hart and Amy Day with Residence Inn

Call to Order

Ron called the meeting to order at 8:30 a.m.

Public Comment

Joe Studiner welcomed the Board and discussed the renovations that took place at his property. He also welcomed them on a tour after the Board meeting.

Approval of Board Minutes

Request for a motion to approve the July Board Minutes.

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

Approval of Financial & Variance Reports

Request for a motion to approve the July Financial and Variance Reports.

MOTION: Joe motioned to approve the financial reports; Brian seconded; Motion carried

New Business

Confidential Group at Montana's Trailhead – Stefan and Aly presented the Board with the opportunity to host a citywide conference in 2019. They discussed the bid and servicing components as well as the sponsorship opportunities to help offset cost.

Request for a motion to approve bid requirements for group.

MOTION: George motioned to approve; Shelli seconded; Motion carried

Tourism Entrepreneurship – John updated the Board on the Tourism Entrepreneurship. He discussed the goal of helping fund new startups that will positively impact the tourism industry.

Old Business

FY19 Executive Committee – Ron presented the suggestion of extending Ron executive committees terms in order to allow Joe a full fiscal year as Board Chair.

Request for a motion to approve extending the Executive Committee term through FY19.

MOTION: Shelli motioned to approve the financial reports; Joe seconded; Motion carried

Airbnb Subcommittee Update – Steve gave an overview of the Airbnb Subcommittee meeting. He discussed that who the committee feels should be paying the TBID assessment fee: Camp Grounds, VRBO, Airbnb, and Federal Government Employees. The board discussed the pros and cons of continuing to pursue these groups to pay the assessment fee. Shelli suggested to look more closely as the low hanging fruit like the camp grounds and government employees. The Board took no action but agreed to continue the conversation.

OBSD/Bob Dunn Visit Follow Up – John updated the Board on the upcoming meeting to discuss what the catalytic project should be of OBSD. He informed the Board of the meeting taking place on August 20th at the Public Library.

Partner Update

Chamber of Commerce –

Sean Lynch discussed the upcoming Chamber Annual Meeting on September, 18th at Billings Hotel and Convention Center. Dan informed the Board of the opt out fee on utilities for trails. He discussed that 84% of the Chamber membership is in favor.

Board Comments

Ron Informed the Board of the unfortunate visitor experience that took place when Motel 6 towed their trailer. It cost the visitor \$540 to get their vehicle back. He also informed the Board that USS Billings will be at MontanaFair selling merchandise and invited the Board to come down.

Shelli brought up her properties issues with theft and the new policies they are looking at enforcing.

Joe made a motion to adjourn the meeting; Shelli seconded. Meeting adjourned at 10:40 a.m.

Submitted by Alyssa Voeltz

FINANCIAL STATEMENT VARIANCE REPORT

TBID Board of Directors As of August 31, 2018

Revenue over expenses is \$3,217 over budget.

Revenue is \$866 over budget from assessment and interest income.

Expenses are \$2,352 under budget.

- Staff Expenses are \$559 under budget.
- Administrative Expenses are \$954 over budget.
 - Legal & Accounting is over budget \$1,738 for legal fees (Ravalli County TBID).
 - Equipment, Office Supplies and Meetings are under budget \$639.
- Marketing Expenses are \$2,746 under budget from the following:
 - Advertising is under budget \$3,181 from Google SEO due to timing.
 - Sales Expense is over budget \$859 from the Montana Planner FAM.

**Tourism Business Improvement District
Profit & Loss
Budget vs. Actual
August 2018**

	CURRENT MONTH		YEAR TO DATE		LAST YEAR	
	Actual	Budget	Aug 2018	Aug 2018	2018-19 Annual	Aug 2017
			Actual	Budget	Budget	Actual
Income						
4001100 · TBID Assessments	28,122	28,000	911,416	911,000	1,750,000	978,449
4001500 · Miscellaneous Income	372	-	450	-	-	230
Carryover from 2017-2018	-	-	-	-	-	-
Total Income	28,494	28,000	911,866	911,000	1,750,000	978,678
Expense						
5001000 · Staff Expenses						
5007000 · Wages	23,071	22,904	55,806	55,808	304,858	53,428
5007100 · FICA Expense	1,715	1,775	3,405	3,550	22,829	3,242
5007200 · Unemployment Expense	163	350	334	700	4,202	312
5007400 · Health & Accident Expense	2,982	3,030	5,979	6,060	36,569	5,228
5007500 · Retirement Expense	1,871	1,834	3,463	3,437	21,567	2,760
5007700 · Workers Compensation Expense	140	135	280	270	1,620	280
5007800 · Staff Employment Expense	-	-	-	-	-	-
Total 5001000 · Staff Expenses	29,942	30,028	69,266	69,825	391,645	65,249
5009000 · Administrative Expenses						
5009200 · Computers	238	245	476	490	16,540	3,395
5009300 · Equipment & Repair Expense	245	355	541	710	6,760	658
5009500 · Liability Insurance	1,843	1,750	1,843	1,750	2,300	1,595
5009600 · Meeting Expenses	637	659	1,022	1,318	13,350	1,090
5009650 · TBID Communications	-	-	81	100	3,700	121
5009700 · Office Supplies	-	105	876	1,050	2,740	847
5009750 · Postage	1,096	1,217	1,533	1,634	9,000	1,256
5009800 · Professional Training	2,305	2,305	2,305	2,305	12,400	4,895
5009850 · Legal and Accounting	3,418	1,680	4,238	2,500	16,700	-
5009900 · Telephone/Wireless Equipment	584	513	924	1,026	6,156	806
Total 5009000 · Administrative Expenses	10,366	8,829	13,837	12,883	89,646	14,664
5150000 · Marketing Expenses						
5151000 · Advertising	157,951	161,441	159,301	162,482	652,500	137,148
5151500 · Film Recruitment	-	-	-	-	1,000	-
5152000 · Opportunity	2,729	2,800	2,729	2,800	165,709	28,425
5152500 · Printed Materials	-	-	200	200	97,500	3,433
5153000 · Publicity	1,760	1,935	14,572	14,880	47,000	33,205
5154000 · Sales Expenses	18,659	17,800	19,159	18,300	216,500	6,434
5155000 · Tradeshows/Conventions	5,061	5,000	22,301	22,300	57,000	13,459
5156000 · Visitor Information Center	45.98	-	144	100	10,500	179
5156500 · Web Site	2,268	2,300	2,739	2,830	21,000	1,774
Total 5150000 · Marketing Expenses	188,474	191,276	221,146	223,892	1,268,709	224,057
Total Expense	228,782	230,133	304,248	306,600	1,750,000	303,969
	(200,287)	(202,133)	607,617	604,400	-	674,709

Cash	Current Month	Last Month	Last Year
Unrestricted	607,617	807,905	741,170
NAIA Tournament	3,461	0	4,033
Unearned Revenue	-	-	-
Contract Reserves	18,750	18,750	-
BOD Restricted	212,913	130,265	50,000
Total Cash	842,741	956,920	795,203





**VISIT BILLINGS PACE REPORT
JULY 1, 2017 - JUNE 30, 2018**

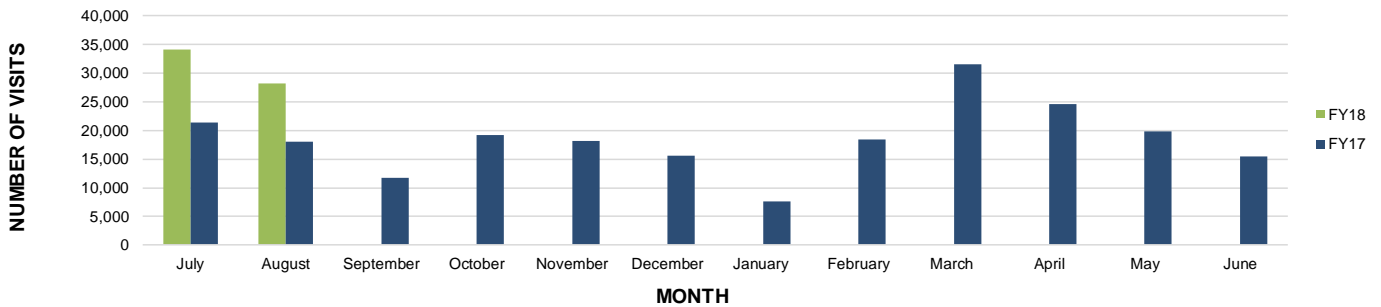
BOOKINGS

	Q1	Q2	Q3	Q4	TY TD	FY Goal	% to Goal
Group	16				16		
Room Nights	9,653				9,653		

WEBSITE TRAFFIC

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Annual
Goal	0	0	0	0	0	0	0	0	0	0	0	0	
Actual	34,107	28,261	0	0	0	0	0	0	0	0	0	0	62,368

VisitBillings.com Visits



VISITOR SERVICES

	Q1	Q2	Q3	Q4	TY TD
Serviced Events	8				8
Visitor Packets	3,796				3,796

AVIATION PASSENGERS

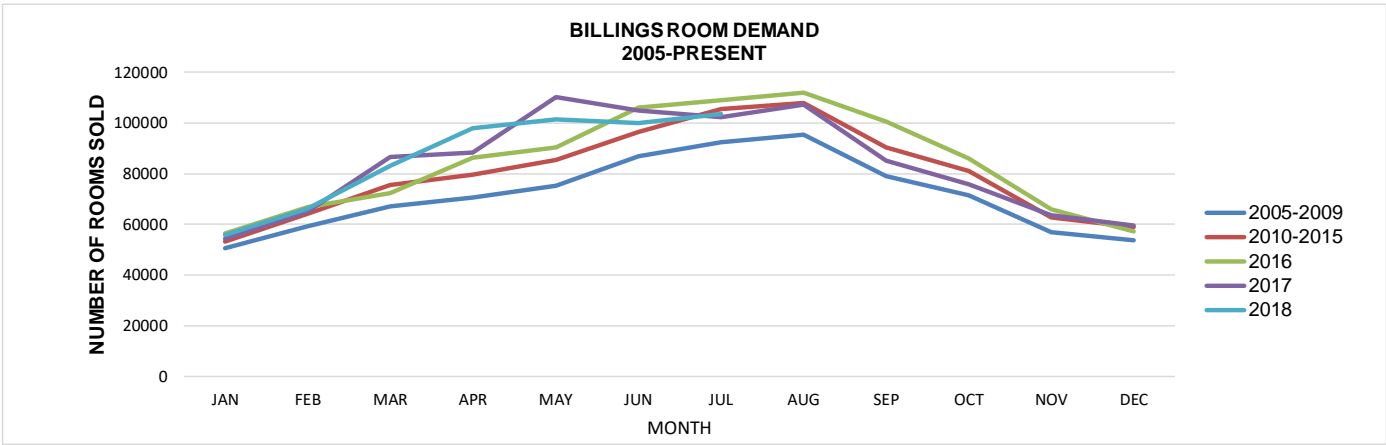
	Q1	Q2	Q3	Q4	TY TD
Total Deplanements					0
Total Enplanements					0

ROOM DEMAND- REPORTED ON CALENDAR YEAR

Percent Change

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
2018 Goal	0	0	0	0	0	0	0	0	0	0	0	0	3%
2018 Actual	-0.1	2.5	-3.9	10.9	-7.8	-4.6	1.6						-0.2
2017 Goal	0	0	0	0	0	0	0	0	0	0	0	0	3%
2017 Actual	-3.3	-2.1	19.6	2.8	22.8	-1.4	-5.8	-4.2	-15.3	-11.7	-3.5	4.4	0.2

Number of Rooms Sold													
2018	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
Rooms Sold	55,804	66,133	82,980	97,909	101,425	99,971	103,486						84,037
2017	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
Rooms Sold	54,284	64,884	86,507	88,418	110,170	104,805	102,391	107,292	85,143	75,859	63,467	59,364	83,549



OCCUPANCY REPORT

YTD OCCUPANCY		
LOCATION	2018	2017
Billings, MT	59.6%	60.5%
Montana	58.1%	58.6%
United States	67.1%	66.5%
Bozeman, MT	71.3%	70.3%
Missoula, MT	63.6%	63.2%
Rapid City, SD	54.3%	56.1%
Sioux Falls, SD	61.6%	61.7%
Bismarck, ND	54.7%	67.0%
Boise, ID	72.7%	74.8%
Madison, WI	64.2%	64.9%
Helena, MT	59.7%	63.6%
Great Falls, MT	58.1%	60.5%

CURRENT MONTH OCCUPANCY		
July		
LOCATION	2018	2017
Billings, MT	69.0%	70.2%
Montana	77.7%	80.1%
United States	73.6%	73.7%
Bozeman, MT	91.1%	88.2%
Missoula, MT	85.7%	90.6%
Rapid City, SD	84.0%	83.4%
Sioux Falls, SD	74.8%	70.2%
Bismarck, ND	61.3%	64.7%
Boise, ID	80.3%	80.4%
Madison, WI	74.4%	72.3%
Helena, MT	73.7%	77.1%
Great Falls, MT	74.3%	75.6%

