



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**

March 28th, 2019

**STOCKMAN BANK BOARDROOM – 8:30 AM
402 N. BROADWAY – SECOND FLOOR**

*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 amended January Board Meeting Minutes – R. Spence – Pages 2.....ACTION
- IV. Approval of February Board Meeting Minutes – R. Spence – Pages 3-4.....ACTION
- V. Approval of February Financial & Variance Reports – M. Stevenson/A. Tyson– Pages 5-7.....ACTION
- VI. New Business.....8:45-9:35
 - a. 2019 NAIA Women’s DI Championship – A. Tyson
 - b. FY20 Marketing Planning and Budget – A. Tyson
- VII. Red Sand Presentation – Melanie Tripp & Mary Underriner.....9:35-9:50
 - a. Red Sand Project/Human Trafficking Awareness Project –
Learn about this National Zonta Club project and how Billings Businesses can participate.
- VIII. Old Business.....9:50-10:00
 - a. 406 Impact Legislation Status – S. Wahrlich
- IX. Partner Update.....10:00-10:05
 - a. Chamber of Commerce – Sean Lynch, Chamber Board/TBID Board Liaison
 - b. YCLA Update
- X. Board Comments.....10:05-10:10
- XI. Adjournment – R. SpenceACTION
- XII. Executive Session.....10:15

Next Meeting: Thursday, April 10th



Managed by the Billings Chamber

BOARD OF DIRECTORS
MINUTES – January 10, 2019

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

Board Members Absent:

Ex-Officio Member Present: Sean Lynch

Staff Present: Megan Stevenson, John Brewer, Alex Tyson, Luke Ashmore, Alyson Murnion, Marya Pennington, Dan Brooks

Others Present: : Kevin Scharfe with Rock 31, Joyce Bratland with Best Western Plus Kelly Inn & Suites Autumn Albert and Stacy Lind with Erck Hotels, Gianna Vanata and Alison Harmon with Montana State University

Call to Order

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

Public Comment

Kevin introduced himself to the board and provided an invitation for a meeting to discuss Rock 31's upcoming project

Approval of Board Minutes

Request for a motion to approve the December Board Minutes.

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

Approval of Financial & Variance Reports

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

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

New Business

MOTBD and Eastern Montana Efforts- Steve discussed the state of tourism in eastern Montana and the city of Billings; he discussed his conversations with MOTBD.

Statewide Economic Opportunity Districts- Dan updated the group on the 2019 legislative session.

OBSD and the 2019 Legislature- Dan discussed news surrounding One Big Sky District and how elements would be presented in the 2019 legislature. John added to this by discussing how OBSD will affect Billings' properties, economic factors, and providing a general OBSD update.

Request for motion to support 406 Impact Districts legislation at the 2019 session of the Montana Legislature

MOTION: Steve motioned to support in the amount of \$20,000 using unbudgeted revenue; George seconded; Motion carried

Montana State University Hospitality Management & Culinary Arts Program- Alison Harmon and Gianna Vanata presented how their program at MSU operates and the funding mechanisms it uses.

Media Tracking

Alyson discussed the current software program used to track earned media and the reported numbers. She also provided examples of current physical media.

Partner Update

Chamber of Commerce - Sean discussed the newly founded Yellowstone Area Chamber of Commerce. He also updated the group on the upcoming Ag Banquet and Chamber Breakfast.

YCLA Update- The upcoming meeting details for YCLA were discussed.

Board Comments

Shelli mentioned MLHA and offered to forward information to board members on the association.

Shelli made a motion to adjourn the meeting; Brian seconded. Meeting adjourned at 10:15.

Submitted by Luke Ashmore



BOARD OF DIRECTORS

MINUTES – February 14, 2019

Board Members Present: Ron Spence, George Maragos, Lori Walker, Joe Studiner, Steve Wahrlich, Brian Arneson

Board Members Absent: Shelli Mann

Ex-Officio Member Present: Sean Lynch

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

Others Present: Autumn Albert and Stacy Lind with Erck Hotels, Ginny Hart with Residences Inn

Call to Order

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

Public Comment

Approval of Board Minutes

Board minutes amended to reflect appropriate action on 406 Impact Districts Legislation agenda item. Adjusted minutes to be approved at March meeting.

Approval of Financial & Variance Reports

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

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

New Business

2019 Chamber Breakfast Opportunity – Jessica invited the Board to attend the Chamber Breakfast on April 4th and to participate in the Chamber Bingo.

SEMT Workshops Information – Brenda invited the Board to the SEMT workshops for TBEX.

Old Business

USS Billings – Ron presented the USS Billings commissioning as well as the finances that are needed to host the parties associated with it.

Request for a motion to support the USS Billings commissioning in means of marketing dollars.

MOTION: Steve motioned to approve the amount of \$5,000; George seconded. Ron abstained.

OBSD Update – John gave a brief update on the positive conversations surrounding OBSD happening around the state.

Eastern Montana Initiative (MOTBD) – Steve discussed next steps of the Eastern MT Initiative which will help MOTBD understand on best to market southeast and eastern Montana.

Staff Updates

M. Pennington – PreBex Tours

S. Cattarin – ABA, M/C PACE, TBEX

A. Murnion – Leisure Marketing Update, TBEX

A. Voeltz – Maps, Visitor Guides, Sports Hospitality, NAIA, Trail Guides, Mailers, and VIC Update

A. Tyson – NAIA, Sports, Website, Research, and FY20 preps

Partner Update

Chamber of Commerce - Sean discussed the upcoming outside summer concert series that will be taking place in Billings.

YCLA Update- Ginny gave a brief update on the January meeting. She also discussed that there will be presentation for human trafficking and frontline training in the upcoming meeting.

Board Comments

Ron asked if another Board member would be able to attend the Montana Tavern Association meeting with him on March 7th.

Steve made a motion to adjourn the meeting; Brian seconded. Meeting adjourned at 10:15.

Submitted by Alyssa Voeltz

FINANCIAL STATEMENT VARIANCE REPORT

TBID Board of Directors As of February 28, 2019

Revenue over expenses is \$26,740 over budget.

Revenue is \$27,883 over budget from assessments and interest income. *There is still a balance of \$6,694 (1 property) that is currently outstanding; staff will continue to monitor payments.*

Expenses are \$1,142 under budget.

- Staff Expenses are at budget.
- Administrative Expenses are \$3,099 under budget.
 - Legal & Accounting is over budget \$381 for legal fees (Ravalli County TBID). Savings from the financial audit help offset the increase in legal fees.
 - Postage is under budget \$1,682 from anticipated mailings.
 - Equipment and Meetings are under budget \$1,896.
- Marketing Expenses are \$4,242 over budget from the following:
 - Advertising is over budget \$566 from billboards.
 - General Opportunity is \$244 under budget.
 - Printed Materials is over budget \$1,191 from general sales materials.
 - Publicity is under budget \$280.
 - Sales Expense is under budget \$261.
 - Tradeshows/Conventions is over budget \$3,247 from anticipated registration and travel costs.
 - Visitor Information Center is over budget \$380 from the volunteer appreciation luncheon.
 - Website is under budget \$355.

**Tourism Business Improvement District
Profit & Loss
Budget vs. Actual
February 2019**

	CURRENT MONTH		YEAR TO DATE		2018-19 Annual Budget	LAST YEAR
	Actual	Budget	Feb 2019 Actual	Feb 2019 Budget		Feb 2018 Actual
	Income					
4001100 · TBID Assessments	-	-	1,792,625	1,766,800	1,750,000	1,862,642
4001500 · Miscellaneous Income	590	-	2,058	-	-	831
Carryover from 2017-2018	-	-	-	-	-	-
Total Income	590	0	1,794,683	1,766,800	1,750,000	1,863,473
Expense						
5001000 · Staff Expenses						
5007000 · Wages	24,419	23,625	212,125	210,358	304,858	198,737
5007100 · FICA Expense	1,818	1,830	15,106	15,509	22,829	14,146
5007200 · Unemployment Expense	415	350	1,620	2,800	4,202	1,641
5007400 · Health & Accident Expense	3,082	3,061	24,139	24,332	36,569	20,991
5007500 · Retirement Expense	1,874	1,654	14,662	14,719	21,567	13,473
5007700 · Workers Compensation Expense	153	135	1,145	1,080	1,620	1,125
5007800 · Staff Employment Expense	-	-	-	-	-	-
Total 5001000 · Staff Expenses	31,761	30,655	268,798	268,798	391,645	250,112
5009000 · Administrative Expenses						
5009200 · Computers	358	411	7,253	7,396	16,540	9,046
5009300 · Equipment & Repair Expense	173	355	1,735	2,840	6,760	3,948
5009500 · Liability Insurance	-	-	2,343	2,300	2,300	2,095
5009600 · Meeting Expenses	575	659	7,281	8,072	13,350	6,556
5009650 · TBID Communications	69	100	150	200	3,700	4,528
5009700 · Office Supplies	661	105	2,487	2,435	2,740	2,152
5009750 · Postage	113	417	2,454	4,136	9,000	4,429
5009800 · Professional Training	594	-	6,556	6,355	12,400	7,088
5009850 · Legal and Accounting	-	-	15,432	15,050	16,700	12,153
5009900 · Telephone/Wireless Equipment	610	513	4,099	4,104	6,156	3,652
Total 5009000 · Administrative Expenses	3,153	2,560	49,789	52,888	89,646	55,647
5150000 · Marketing Expenses						
5151000 · Advertising	24,956	22,620	316,449	315,884	652,500	445,035
5151500 · Film Recruitment	-	-	-	-	1,000	-
5152000 · Opportunity	523	600	31,356	31,600	165,709	43,761
5152500 · Printed Materials	195	-	62,721	61,530	97,500	15,520
5153000 · Publicity	-	145	20,770	21,050	47,000	79,931
5154000 · Sales Expenses	35,737	35,850	89,289	89,550	216,500	68,765
5155000 · Tradeshows/Conventions	5,720	5,650	41,697	38,450	57,000	39,539
5156000 · Visitor Information Center	-	-	2,380	2,000	10,500	2,525
5156500 · Web Site	2,854	3,020	17,115	17,470	21,000	9,560
Total 5150000 · Marketing Expenses	69,984	67,885	581,776	577,534	1,268,709	704,636



Total Expense	104,899	101,100	900,362	899,220	1,750,000	1,010,396
	(104,309)	(101,100)	894,320	867,580	-	853,078
NAIA Tournament	Month		YTD			
NAIA Tournament Revenue	23,500		46,858			
NAIA Tournament Expense	3,538		8,538			
Total NAIA Tournament	19,963		38,320			
TBEX Event	Month		YTD			
TBEX Revenue	-		35,000			
TBEX Expense	-		1,500			
Total TBEX	-		33,500			

Cash	Current Month	Last Month	Last Year
Unrestricted	894,320	998,109	922,306
NAIA Tournament	42,348	18,358	25,690
TBEX	33,500	33,500	-
Unearned Revenue	-	-	9,286
Contract Reserves	-	-	-
BOD Restricted	188,734	189,233	50,000
Total Cash	1,158,903	1,239,201	1,007,281





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

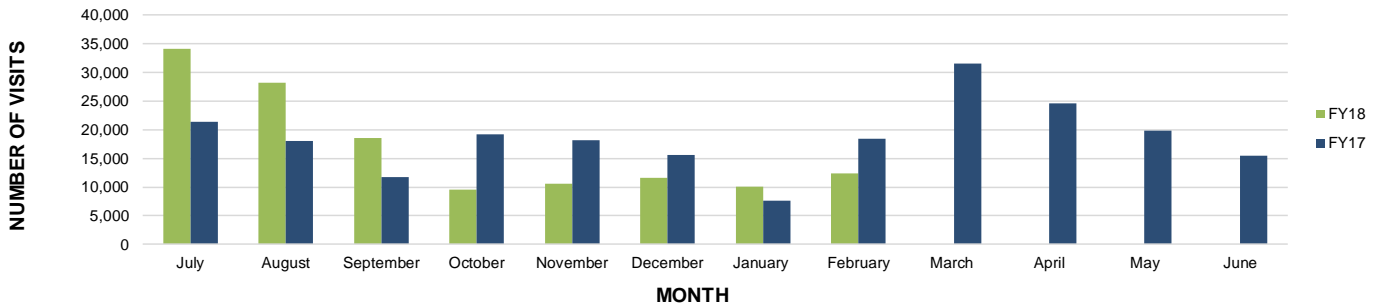
BOOKINGS

	Q1	Q2	Q3	Q4	TY TD	FY Goal	% to Goal
Group	20	5	14		39	34	115%
Room Nights	10,703	788	13,875		25,366	34,000	75%

WEBSITE TRAFFIC

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Annual
Goal	25,000	20,000	13,000	22,000	18,000	19,000	12,000	20,000	34,000	28,000	22,000	30,000	263,000
Actual	34,107	28,261	18,597	9,545	10,542	11,632	10,076	12,342	0	0	0	0	135,102

VisitBillings.com Visits



PUBLICITY

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Annual
Mentions	303	187	324	102	154	189	273	196					1,728
Reach	34,800	54,400	138,400	74,000	101,400	2,903	62,900	191,500					660,303
Value	135,300	31,400	67,000	18,600	89,400	48,500	88,500	87,700					\$ 566,400

VISITOR SERVICES

	Q1	Q2	Q3	Q4	TY TD
Serviced Events	13	6	4		23
Visitor Packets	4,437	1,212	2,660		8,309

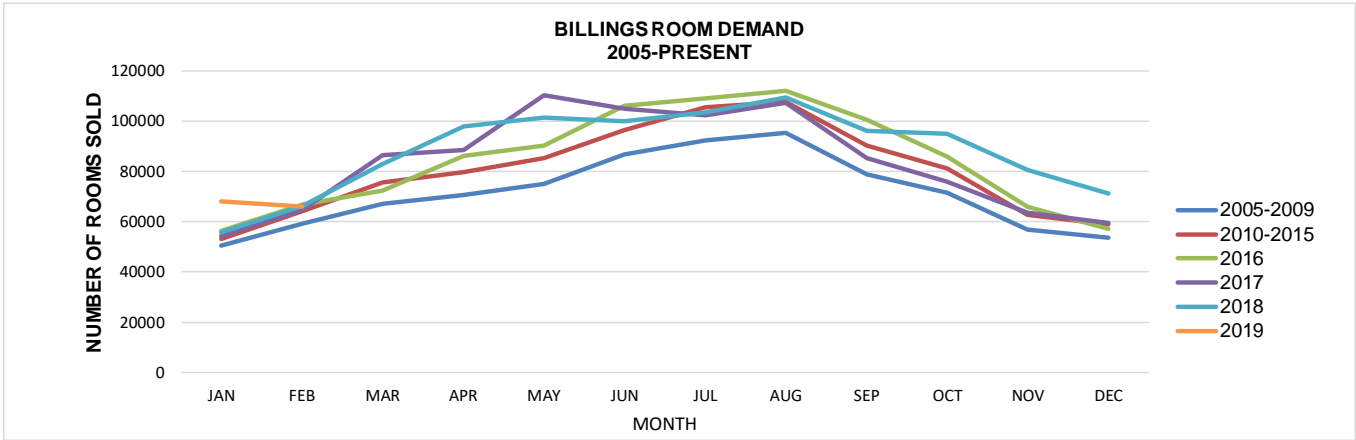
AVIATION PASSENGERS

	Q1	Q2	Q3	Q4	TY TD
Total Deplanements	123,964	110,814	63,146		297,924
Total Enplanements	122,354	111,624	61,588		295,566

ROOM DEMAND- REPORTED ON CALENDAR YEAR

Percent Change													
2019	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Avg.
Goal	0	0	0	0	0	0	0	0	0	0	0	0	3%
Actual	26.1	0.7											13.4
2018	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Avg.
Goal	0	0	0	0	0	0	0	0	0	0	0	0	3%
Actual	-2.6	0.9	-5.1	9.0	-9.2	-5.5	-2.7	-0.2	9.7	24.5	26.7	19.1	5.4

Number of Rooms Sold													
2019	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
Rooms Sold	68,148	66,086											134,234
2018	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
Rooms Sold	53,917	65,500	81,848	96,164	99,422	98,464	101,004	106,832	93,726	95,046	80,555	71,286	1,043,764



OCCUPANCY REPORT

YTD OCCUPANCY		
LOCATION	2019	2018
Billings, MT	48.4%	43.0%
Montana	44.3%	42.3%
United States	58.3%	57.9%
Bozeman, MT	67.5%	60.2%
Missoula, MT	40.8%	42.1%
Rapid City, SD	36.8%	36.2%
Sioux Falls, SD	52.9%	50.0%
Bismarck, ND	52.8%	45.4%
Boise, ID	56.9%	58.9%
Madison, WI	52.7%	52.6%
Helena, MT	51.6%	47.0%
Great Falls, MT	46.3%	46.6%

CURRENT MONTH OCCUPANCY		
February		
LOCATION	2019	2018
Billings, MT	50.1%	49.7%
Montana	46.1%	46.5%
United States	62.2%	61.7%
Bozeman, MT	71.1%	65.5%
Missoula, MT	44.0%	44.2%
Rapid City, SD	40.1%	40.7%
Sioux Falls, SD	57.2%	54.6%
Bismarck, ND	56.7%	47.7%
Boise, ID	61.0%	64.1%
Madison, WI	58.6%	58.5%
Helena, MT	52.5%	49.9%
Great Falls, MT	45.8%	49.1%

