



BILLINGS TOURISM BUSINESS IMPROVEMENT DISTRICT

BOARD OF DIRECTORS | REGULAR MEETING AGENDA*

August 8, 2024 | 8:30 a.m.

BILLINGS CHAMBER OF COMMERCE BOARDROOM | 815 SOUTH 27TH STREET

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

*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 – G. Maragos..... 8:30
- II. Welcome: Polly Mulvaney joins the Visit Billings Team – G. Maragos/A. Tyson
- III. Public Comment – G. Maragos
 - a) Comments offered regarding items not included on the agenda (3-minute limit/person)
- IV. BTBID Partner Updates 8:40
 - a) Billings Chamber of Commerce Monthly Update – Katy Schreiner, Billings Chamber BOD Liaison
 - b) MetraPark Advisory Board Monthly Update- J. Studiner, BTBID Board Liaison
- V. Approval of July 2024 Board Meeting Minutes – G. Maragos (Pgs. 2-3) ACTION
- VI. Approval of July FY25 Financial & Variance Reports – A. Tyson (Pgs. 4-5) ACTION
- VII. Aspirational City Visit Follow-Up – J. Brewer 9:00
- VIII. Billings Chamber Offices/Building Update – J. Brewer
- IX. Montana Rendezvous Update and BIL Air Service Update – A. Eggart/J. Brewer
- X. Publicity ROI & Visit Billings Strategies – A. Eggart
 - a) What framework does Visit Billings use for effective public relations and communications measurement?
- XI. Sports Events Update – E. Decker/K. Cousins 9:30
 - a) South Billings Urban Renewal Association Meeting Follow-Up – E. Decker
 - b) NW American Legion Baseball Championships Servicing – K. Cousins
- XII. Board Comments – G. Maragos
- XIII. Adjournment 10:00

BILLINGS TBID BOARD MEETING

MINUTES

JULY 11, 2024

Board Members Present: Jordyn Clayton, Shelli Mann, George Maragos, Jase Muri, Katy Scheiner, Jeff Schoenhard, Joe Studiner, Steve Wahrlich

Board Members Absent:

Ex-Officio Present: Katy Schreiner, CEO, Downtown Billings Alliance & Billings Chamber Board Liaison

Staff Present: Alex Tyson, Luke Ashmore, Kyra Cousins, Evan Decker, Aly Eggart, Megan Stevenson

Others Present: Lacey Gardner, Boothill Inn & Suites; Debbie Potter, Partner Eide Bailly and Billings Chamber of Commerce Board Chair; Dick Zier, South Billings Urban Renewal Association

Call to Order: George called the meeting to order at 8:28 a.m.

Welcome Special Guests: The Billings TBID welcomed Debbie Potter, MT Market Leader and Partner with Eide Bailly as the new Board Chair for the Billings Chamber of Commerce and welcomed Katy Schreiner, CEO of the Downtown Billings Alliance, as the new BTBID board liaison with the Billings Chamber of Commerce.

Public Comment: Jase informed the board that the new owners of the Montana Trailhead Inn were looking into getting financial assistance from SBURA to assist with removal of the traditional wing and other needed improvements for the property. They are good owners and we look forward to their investment into the property.

BTBID Partner Updates:

Billings Chamber of Commerce Monthly Update: Katy, Chamber BOD liaison, let the board know that the Chamber of Commerce leadership is finalizing the FY25 workplan and is going to incorporate strategies following the Aspirational City Visit to Grand Rapids, Michigan. Katy also informed the board that Downtown Billings Alliance is in the middle of their event season for the year including, Alive After 5. AA5 is at different locations downtown during the summer months and the Strawberry Festival is coming up on Saturday, July 13th. This will be the largest Strawberry Festival in 33 years with 152 vendors. DBA will be discussing if they would like to expand the footprint or limit the space for booths in the future. As DBA approaches their second term of the BID, they will be thinking about renewing their term for the next ten years. The Downtown BID/DBA will be working towards a cleaner and safer downtown in alliance with public safety efforts for the community. DBA is also interested in bringing entertainment to downtown Billings through a separate fund that allows for performers and entertainment that would push the public safety initiative and drive more downtown visitors.

MetraPark Advisory Board Monthly Update: Joe told the board that MetraPark has hired a new Crowd Management Security Officer and Evan let the board know that the MetraPark will be moving forward with 1,800 seats in the stands outdoors with a canopy for cover. The outdoor arena will cost roughly \$2.5M to build. Alex will look to ask Stoney Field attend a BTBID Board meeting after MontanaFair concludes for a partner update.

Approval of Board Minutes:

Request for a motion to approve the May meeting minutes.

MOTION: Joe motioned to approve; Steve seconded. Motion carried.

Approval of Financial & Variance Reports:

Request for a motion to approve the financial and variance reports. MOTION: Shelli motioned to approve; Steve seconded. Motion carried.

2024-2027 Strategic Plan and Vision Update:

Approval of Rebranding Project per the Strategic Plan Recommendations

Alex discussed the board's action from February 2024 to execute the rebrand of Visit Billings and a formal brand of Visit Billings Sports starting in FY25 per the strategic plan recommendations. Alex updated the board on the cost and scope of work for this project. Alex requested funding for the project so efforts can get underway ASAP. The full rebranding project will cost \$89,777 from the reserve account. Steve suggested taking \$100,000 from the air service account instead of the reserve account for now and reimbursing the air service account with the FY26 budget/revenue reimbursing the air service funds after 7/1/2025.

Request for a motion to approve the Rebranding Project budget.

MOTION: Shelli motioned to approve; Joe seconded. Motion carried.

Visit Billings Sports Research Progress Report:

Evan offered an update on the sports research he has been conducting with George as the board's sports liaison for this research and review of the future of sports tourism for Visit Billings. Visit Billings sports tourism sales efforts have been well received at conferences and conventions, with great feedback on the materials provided by Visit Billings. Evan noted that helping local sports events grow by marketing events in the future would be beneficial for sign-ups and attendance. Something to look at for the FY26 budget with additional funds.

IMBA Insights:

Katy shared insights on Pedal United in Billings and how efforts to become a registered destination with the International Mountain Biking Association (IMBA) would be highly beneficial for tourism for Billings which already has thirty plus miles of expansive trails and mountain biking areas. Evan informed the board that he and the IMBA colleagues with Pedal United in Billings are currently waiting for an open application period to apply for a ride center designation for Billings.

FY24 Sports Events Recap & FY25 Sports Tourism Outlook:

Evan gave an event recap for FY24 and a FY25 sports tourism outlook presentation to the board.

South Billings Urban Renewal Association Sports Facility:

Dick Zier with SBURA offered an updated presentation on the sports facility planning in the SBURD. They will be moving forward with four (4) basketball courts that can be transformed into eight (8) smaller courts for tournaments. The facility would also include 1-2 sheet(s) of ice. There are discussions about a swimming pool included, but the group is still looking into if the community would prefer 50 meter over 25 yard pool.

Aspirational City Visit Follow-Up Discussion:

There were great inspirational thoughts that came from city leaders and attendees who went on the Grand Rapids Aspirational City Visit in June. These inspirational thoughts consisted of shoulder event needs in Billings, new brewery perspectives, growing small events into bigger events, etc. Discussions are being had on how Billings can incorporate these thoughts and bring them to action within the city. There will be consistent updates from the Chamber to the BTBID Board throughout FY25.

Air Service Update – Sun Country Flight:

Aly shared that John was able to confirm that Sun Country Airlines gifted six (6) \$500 dollar vouchers to give away to the community in an effort to help bring awareness regarding the new flights offered by their airline between MSP and BIL.

Approval of Voices of Montana Tourism FY25 Support:

Request for a motion to approve the Voices of Montana Tourism and Montana Travel Association FY25 support at \$8,500 for each entity for a total of \$17,000 for both groups' missions.

MOTION: Steve motioned to approve; Shelli seconded. Motion carried.

Approval of Beyond Van Gogh to Billings:

Request for a motion to approve Beyond Van Gogh to Billings if held in warm season 2025 at the Billings Hotel & Convention Center (May-July). The Beyond Van Gogh exhibit is hoping for an incentive from Visit Billings to assist in subsidizing the event amount. \$11,000 was agreed upon by the BTBID board.

MOTION: Shelli motioned to approve; Jordan seconded. Motion carried.

Jase with the Billings Hotel & Convention Center recused himself from this action.

Board Comments:

Jase let the board know that he was excited and happy to have a seat with the BTBID until his formal application is submitted in August and approved by city council.

Adjournment: Meeting adjourned at 10:28am.

Submitted by K. Cousins

TBID Board of Directors
Financial Statement Variance Report
As of July 31, 2024

July's revenue over expenses is \$2,804 over budget.

Revenue is \$1,401 over budget from interest income and late filing and interest on past due assessments.

Expenses are \$1,403 under budget:

- Staff Expenses are \$911 under budget.
- Administrative Expenses are \$137 under budget.
- Marketing Expenses are \$354 under budget.

**Tourism Business Improvement District
Profit & Loss
Budget vs. Actual
July 2024**

	CURRENT MONTH		YEAR TO DATE			LAST YEAR	PREVIOUS YEAR
	Actual	Budget	July 2024 Actual	July 2024 Budget	2024-25 Annual Budget	July 2023 Actual	July 2022 Actual
Income							
4001100 · TBID Assessments	863,730	863,000	863,730	863,000	1,700,000	857,722	889,898
4001500 · Miscellaneous Income	1,921	1,250.00	1,921	1,250.00	15,000.00	3,790	468
Carryover used for budget	231,000	231,000	231,000	231,000	231,000	259,174	257,527
Total Income	1,096,651	1,095,250	1,096,651	1,095,250	1,946,000	1,120,686	1,147,893
Expense							
5001000 · Staff Expenses							
5007000 · Wages	47,180	47,800	47,180	47,800	473,000	47,501	30,469
5007100 · FICA Expense	1,987	2,000	1,987	2,000	34,900	2,066	1,195
5007200 · Unemployment Expense	157	200	157	200	3,400	118	65
5007400 · Health & Accident Expense	4,247	4,300	4,247	4,300	51,400	3,232	2,494
5007500 · Retirement Expense	2,602	2,750	2,602	2,750	37,200	2,134	1,660
5007700 · Workers Compensation Expense	134	170	134	170	2,100	115	91
5007800 · Staff Employment Expense	-	-	-	-	-	-	-
Total 5001000 · Staff Expenses	56,309	57,220	56,309	57,220	602,000	55,165	35,975
5009000 · Administrative Expenses							
5009200 · Computers	705	720	705	720	16,860	720	789
5009300 · Equipment & Repair Expense	159	165	159	165	2,500	96	99
5009500 · Liability Insurance	-	-	-	-	2,700	2,054	-
5009600 · Meeting Expenses	742	750	742	750	8,750	395	413
5009650 · TBID Communications	-	-	-	-	2,100	0	58
5009700 · Office Supplies	76	85.00	76	85.00	3,440	185	113
5009750 · Postage	1,080	1,100	1,080	1,100	5,000	692	1,879
5009800 · Professional Training	1,695	1,700	1,695	1,700	14,765	284	-
5009850 · Legal and Accounting	-	-	-	-	16,535	2,450	-
5009900 · Telephone/Wireless Equipment	475	550	475	550	8,790	368	545
Total 5009000 · Administrative Expenses	4,933	5,070	4,933	5,070	81,440	7,243	3,897
5150000 · Marketing Expenses							
5151000 · Advertising	71,924	72,100	71,924	72,100	639,000	10,520	4,850
5151500 · Film Recruitment	-	-	-	-	500	-	-
5152000 · Opportunity	-	-	-	-	51,000	1,137	63,357
5152500 · Printed Materials	-	-	-	-	82,000	1,229	-
5153000 · Publicity	17,820	17,900	17,820	17,900	114,500	17,000	6,118
5154000 · Sales Expenses	5,314	5,350	5,314	5,350	212,000	3,000	-
5155000 · Tradeshow/Conventions	21,154	21,200	21,154	21,200	67,000	18,080	1,342
5156000 · Visitor Information Center	3,890	3,900	3,890	3,900	9,100	3,600	-
5156500 · Web Site	2,393	2,400	2,393	2,400	87,460	-	3,959
Total 5150000 · Marketing Expenses	122,496	122,850	122,496	122,850	1,262,560	54,565	79,626
Total Expense	183,737	185,140	183,737	185,140	1,946,000	116,973	119,498
Total Net Income	912,914	910,110	912,914	910,110	-	1,003,712	1,028,395

Cash	Current Month	Last Month	Last Year
Unrestricted	740,820	119,666	950,630
Unearned Revenue	-	51,746	-
Contract Reserves	-	-	-
Rec Center	-	-	29,921
Air Service	475,000	475,000	375,000
Group Sales	100,000	100,000	-
BOD Restricted	125,447	125,447	345,422
Total Cash	1,441,268	871,859	1,700,973
AR - Assessments	-	17,659	