



**BILLINGS TOURISM BUSINESS IMPROVEMENT DISTRICT**

**BOARD OF DIRECTORS | REGULAR MEETING AGENDA\***

**December 19<sup>th</sup>, 2024 | 8:30 a.m.**

**BILLINGS CHAMBER OF COMMERCE BOARDROOM | 815 SOUTH 27<sup>TH</sup> 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. Public Comment – G. Maragos
  - i. Comments offered regarding items not included on the agenda (3-minute limit/person)
- III. BTBID Partner Updates ..... 8:35
  - i. Billings Chamber of Commerce Monthly Update – Katy Schreiner, Billings Chamber BOD Liaison
  - ii. MetraPark Advisory Board Monthly Update- J. Studiner, BTBID Board Liaison
- IV. Approval of November Board Meeting Minutes – G. Maragos (Pgs. 2-3) ..... ACTION
- V. Approval of November FY25 Financial & Variance Reports – M. Stevenson (Pgs. 4-5) ..... ACTION
- VI. New Business: G. Maragos/ A. Eggart.....8:45
  - i. 2024 Audit and Tax Return: M. Stevenson/B. Van Steeland - Summers McNea..... ACTION
- VII. Old Business: G. Maragos/ A. Eggart..... 9:05
  - i. Partnership Agreement: J. Brewer
  - ii. Yellowstone Ice Foundation: A. Eggart/ J.Brewer/ E.Decker
  - iii. Marketing Update - Warm Season Campaign Results: A.Eggart/ M. Pennington
- VIII. Board Comments – G. Maragos
- IX. Adjournment ..... 10:00

**BILLINGS TBID BOARD MEETING**  
**MINUTES**  
**November 14th, 2024**

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**Board Members Present:** Jordan Clayton via Owl Tech, Shelli Mann, George Maragos, Jase Muri, Jeff Schoenhard, Joe Studiner, Steve Wharlich

**Board Members Absent:**

**Ex-Officios Present:** Katy Schreiner, CEO, Downtown Billings Alliance & Billings Board Liaison

**Ex-Officios Absent:**

**Staff Present:** John Brewer, Daniel Brooks, Kyra Cousins, Evan Decker, Aly Eggart, Polly Mulvaney, Marya Pennington, Megan Stevenson

**Others Present:** Lacey Gardner, Boothill Inn & Suites; Holly Henderson, Board Member; Laurel Chamber of Commerce; Becky Meidinger; Towne Place Suites by Marriott

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

**Public Comment:** The TBID board congratulated Jase Muri on the birth of he and his wife's firstborn.

**BTBID Partner Updates:**

**Billings Chamber of Commerce Monthly Update:** Daniel Brooks, Business Advocacy Director, informed the board that the Billings Chamber will be hosting the 2024 Legislative Reception at the DoubleTree Hotel on November, 21<sup>st</sup> with the doors opening at 5pm. John asked the board reserve their calendars for January 16<sup>th</sup> for the Air Service Breakfast at the Northern Hotel starting at 6:30am. John also shared that Brenda Maas, Visit Southeast Montana Tourism Marketing Director, has resigned her position and accepted a position with Explore Minnesota. She will also be closer to family. Brenda's last day will be December 13<sup>th</sup>.

**MetraPark Advisory Board Monthly Update:** Evan shared that last month's meeting focused on information pertaining to the sky box centers and upcoming concerts for December and January.

**Approval of Board Minutes:**

Request for a motion to approve the October meeting minutes.

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

**Approval of Financial & Variance Reports:**

Request for a motion to approve the October financial and variance reports.

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

**Old Business:**

**Building Update:** John shared a presentation that encompassed the new building exterior design and costs. John would like to move towards a discussion and approval during the December TBID board meeting that would outline a new Partner Agreement between the Billings Chamber of Commerce and Visit Billings.

**Phase One Design:** John presented the Phase One Design concept for the new building to the TBID board, on

behalf of the Chamber board of directors, with an ask of \$12,800. This dollar amount would come from the TBID Reserve Account.

**Approval of Phase One Design:**

Request for a motion to approve the Phase One Design.

MOTION: Steve motioned to approve \$12,000 and requested that this cost comes from the Opportunity budget line instead of the TBID Reserve Account, knowing that the Opportunity budget will reflect this line item now being over budget for the remainder of the FY25 fiscal year. Shelli seconded. Motion carried.

**TBID – Chamber Partner Agreement Essentials:** John presented the Proposed Partner Agreement Changes summary, on behalf of the Chamber board of directors, that showcased pricing, including rent costs as well as promotion, outreach and management investment totals.

**New Business:**

**Human Resources Contract:** John shared that with the absence of Jennifer Reiser, former COO of the Billings Chamber, the Chamber, Visit Billings and Visit Southeast Montana is now outsourcing human resource work from Associated Employers. John has requested that the TBID pays for their portion of human resources work, capped at \$10,000 annually.

**Approval of Human Resources Contract:**

Request for a motion to approve the Human Resources Contract.

MOTION: Shelli motioned to approve a cost of 32% of the human resources contract, capping the total cost at \$10,000 annually. Steve seconded. Motion carried.

**Amend Recreation Campus Support:** Aly provided insights on support for the Amend Recreation Campus. The TBID had a discussion around offsetting costs in the future. A decision will be requested by the end of the year.

**Sports Update:** Evan provided an update on both the D2CAA Tip Off Tournament at the Trailhead and the NCAA West Region Cross Country Championship Race. Evan also informed the board of other upcoming sporting events coming to the area within the next couple of months.

**December Meeting:** Aly requested that the December TBID Board meeting be moved to Thursday, December 19<sup>th</sup> instead of Thursday, December 12<sup>th</sup>.

**Approval of December Meeting:**

Request a motion to approve the December TBID Meeting date change.

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

**Board Comments:**

Polly shared that the Association of Communication Excellence has selected Billings to host their National Conference in June 2026. This is a huge win for Billings, as we are the only community that ACE has visited while selecting a host city.

**Adjournment:** Joe Studiner motioned to adjourn.

Meeting adjourned at 10:35 a.m.

*Submitted by K. Cousins*

**BILLINGS TBID BOARD OF DIRECTORS**  
**FINANCIAL STATEMENT VARIANCE REPORT**  
**AS OF November 30, 2024**

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Revenue over expenses is \$20,775 over budget.

Revenue is \$5,779 over budget from interest income.

Expenses are \$14,995 under budget:

- Staff Expenses are \$11,664 under budget from staffing changes.
- Administrative Expenses are under budget \$2,247.
- Marketing Expenses are \$1,084 under budget.
  - Advertising is under budget \$1,015 from timing of marketing projects.
  - Sales Expense is under budget \$1,543 from savings in the MT Air Service Rendezvous.
  - Tradeshows is \$1,578 over budget from ACGI and Connect Texas.

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

	CURRENT MONTH		YEAR TO DATE		2024-25 Annual Budget	LAST YEAR	PREVIOUS YEAR
	Actual	Budget	Nov 2024 Actual	Nov 2024 Budget		Nov 2023 Actual	Nov 2022 Actual
<b>Income</b>							
4001100 · TBID Assessments	-	-	869,040	868,200	1,700,000	901,186	922,119
4001500 · Miscellaneous Income	1,719	1,250	11,189	6,250	15,000	15,737	5,559
Carryover used for budget	-	-	231,000	231,000	231,000	259,174	257,527
<b>Total Income</b>	<b>1,719</b>	<b>1,250</b>	<b>1,111,229</b>	<b>1,105,450</b>	<b>1,946,000</b>	<b>1,176,097</b>	<b>1,185,205</b>
<b>Expense</b>							
<b>5001000 · Staff Expenses</b>							
5007000 · Wages	29,303	34,000	219,579	228,200	473,000	184,132	126,735
5007100 · FICA Expense	2,157	2,700	14,734	15,100	34,900	12,440	7,790
5007200 · Unemployment Expense	69	100	809	600	3,400	502	420
5007400 · Health & Accident Expense	3,481	4,310	21,804	21,520	51,400	16,385	12,487
5007500 · Retirement Expense	1,967	2,900	13,429	16,500	37,200	11,069	8,418
5007700 · Workers Compensation Expense	141	170	751	850	2,100	646	481
5007800 · Staff Employment Expense	-	-	-	-	-	-	-
<b>Total 5001000 · Staff Expenses</b>	<b>37,119</b>	<b>44,180</b>	<b>271,106</b>	<b>282,770</b>	<b>602,000</b>	<b>225,174</b>	<b>156,332</b>
<b>5009000 · Administrative Expenses</b>							
5009200 · Computers	1,044	845	7,647	7,370	16,860	7,370	5,527
5009300 · Equipment & Repair Expense	132	165	674	825	2,500	938	506
5009500 · Liability Insurance	500	500	2,579	2,700	2,700	2,554	2,554
5009600 · Meeting Expenses	436	300	5,227	5,020	8,750	4,119	4,516
5009650 · TBID Communications	60	60	89	110	2,100	170	308
5009700 · Office Supplies	40	35	2,998	3,175	3,440	1,390	345
5009750 · Postage	6	300	1,935	2,400	5,000	1,143	2,775
5009800 · Professional Training	1,617	2,250	4,957	5,600	14,765	5,189	4,141
5009850 · Legal and Accounting	-	-	500	625	16,535	20,475	2,133
5009900 · Telephone/Wireless Equipment	517	735	2,647	3,675	8,790	2,856	2,315
<b>Total 5009000 · Administrative Expenses</b>	<b>4,350</b>	<b>5,190</b>	<b>29,253</b>	<b>31,500</b>	<b>81,440</b>	<b>46,204</b>	<b>25,118</b>
<b>5150000 · Marketing Expenses</b>							
5151000 · Advertising	53,726	53,700	326,685	327,700	639,000	321,320	257,066
5151500 · Film Recruitment	-	-	-	-	500	-	-
5152000 · Opportunity	75	-	15,792	15,800	51,000	21,835	99,372
5152500 · Printed Materials	-	-	4,190	4,300	82,000	20,907	6,673
5153000 · Publicity	35	-	32,401	32,500	114,500	28,501	37,283
5154000 · Sales Expenses	5,006	5,100	41,807	43,350	212,000	39,262	16,455
5155000 · Tradeshow/Conventions	3,338	2,500	38,978	37,400	67,000	32,955	24,757
5156000 · Visitor Information Center	-	-	3,890	3,900	9,100	3,610	288
5156500 · Web Site	4,125	3,680	19,173	19,050	87,460	10,049	14,793
<b>Total 5150000 · Marketing Expenses</b>	<b>66,305</b>	<b>64,980</b>	<b>482,916</b>	<b>484,000</b>	<b>1,262,560</b>	<b>478,439</b>	<b>456,688</b>
<b>Total Expense</b>	<b>107,774</b>	<b>114,350</b>	<b>783,275</b>	<b>798,270</b>	<b>1,946,000</b>	<b>749,817</b>	<b>638,138</b>
<b>Total Net Income</b>	<b>(106,056)</b>	<b>(113,100)</b>	<b>327,955</b>	<b>307,180</b>	<b>-</b>	<b>426,280</b>	<b>547,068</b>

Cash	Current Month	Last Month	Last Year
Unrestricted	334,099	440,278	428,960
Unearned Revenue	-	-	-
Rebranding Project	67,225	67,225	-
Rec Center	-	-	-
Air Service	375,000	375,000	375,000
BOD Restricted	125,447	125,447	345,422
<b>Total Cash</b>	<b>901,771</b>	<b>1,007,950</b>	<b>1,149,382</b>