



BILLINGS TOURISM BUSINESS IMPROVEMENT DISTRICT

BOARD OF DIRECTORS | REGULAR MEETING AGENDA*

February 13th, 2025 | 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. 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. Legislative Update: D. Brooks
 - iii. MetraPark Advisory Board Monthly Update- J. Studiner, BTBID Board Liaison
- IV. Approval of January Board Meeting Minutes – G. Maragos (Pgs. 2-3) ACTION
- V. Approval of January FY25 Financial & Variance Reports – M. Stevenson (Pgs. 4-5) ACTION
- VI. Old Business: G. Maragos/A. Eggart..... 8:55
 - i. Building Update: J. Brewer/D. Eaton, AE Architects
 - ii. Yellowstone Ice Foundation MOU: A. Eggart/G. Maragos
- VII. New Business: G. Maragos/A. Eggart.....9:25
 - i. FY26 Work Plan & Budget: A. Eggart
 - a) Projected Revenue: M. Stevenson/A. Eggart.....ACTION
 - ii. Meetings and Group Tour update: P. Mulvaney
- VIII. Board Comments – G. Maragos
- IX. Adjournment 10:15

TBID Board of Directors
Meeting Minutes
January 9, 2024

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

Board Members Absent:

Ex-Officios Present:

Ex-Officios Absent: Katy Scheiner, CEO, Downtown Billings Alliance & Billings Board Liaison

Staff Present: John Brewer via conference phone, Kyra Cousins, Evan Decker, Aly Eggart, Marya Pennington, Polly Mulvaney, Megan Stevenson

Others Present: Lacey Gardner, Boothill Inn & Suites; Alex Piccici, Yellowstone Ice Foundation; Parker Phipps, Yellowstone Ice Foundation; Erika Kimble, Hilton Garden Inn; Monique Lane, Hilton Garden Inn; Tiffany Finnicum, DoubleTree by Hilton; Andrew Houlahan, Collaborative Design

Call to Order: George called the meeting to order at 8:30 a.m.

Public Comment: Evan informed the board that this would be his last board meeting as he is moving back to Salt Lake City.

BTBID Partner Updates:

Billings Chamber of Commerce Monthly Update: John reminded the board that the Chamber's Community Air Service Breakfast will be held on Thursday, January 16th at the Northern Hotel. Doors to this event will open at 7:30 a.m. with the program starting at 8:00 a.m. and is free for the community to attend.

MetraPark Advisory Board Monthly Update: Joe let the board know that there is no current MetraPark Advisory Board Update as no meeting was held in December.

Approval of Board Minutes:

Request for a motion to approve the December meeting minutes. MOTION: Steve motioned to approve; Joe seconded. Motion carried.

Approval of Financial & Variance Reports:

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

Old Business:

Yellowstone Ice Foundation: Parker Phipps, Alex Piccici, and Andrew Houlahan shared a presentation of the proposed Signal Peak Energy Ice Arena. This project, aimed for completion by late 2025, includes two NHL-sized rinks and will be the only sled hockey arena in the state of Montana. The Yellowstone Ice Foundation (YIF) has requested \$100,000 in calendar year 2025 for startup costs and up to \$450,000 annually for the following two calendar years to supplement operating expenses. In their efforts to get this project off the ground, YIF has raised 8 million of the 15 million dollars through fundraising efforts. With the TBIDs financial support, ice rental costs would help keep costs at \$300 per hour, which is competitive to other arenas in our region, and assist in overall operating costs. The Yellowstone Ice Foundation will also provide ten hours of ice time annually for TBID/Visit Billings use and collaborate on sports tourism initiatives. Our partnership will include one seat on the Yellowstone Ice Foundation's Board of Directors.

Approval of Operational Cost Support for the Yellowstone Ice Foundation:

Request for a motion to approve incentive cost support for the Yellowstone Ice Foundation.

MOTION: Shelli motioned to approve up to \$100,000 in the BTBIDs fiscal year of 2026 with the first payment coming out in the first quarter followed by the second payment coming out in the second quarter, to assist with start-up operational costs for the Signal Peak Ice Arena, managed by the Yellowstone Ice Foundation. Steve seconded. Motion carried.

Approval of Operational Cost Support for the Yellowstone Ice Foundation:

Request for a motion to approve the operational cost support for the Yellowstone Ice Foundation.

MOTION: Shelli motioned to approve up to \$450,000 annually during the BTBIDs 2026, 2027, and 2028 fiscal years to assist with supplementing operational costs of the Signal Peak Energy Ice Arena, managed by the Yellowstone Ice Foundation contingent upon the execution of a formal Memorandum of Understanding (MOU). Jordan seconded. Motion carried.

Building Update: John provided an update about the new Chamber building and our current building. Over the last three months, John has been examining the partnership agreements with Visit Billings and will have talking points for the next BTBID meeting. The Chamber of Commerce board of directors will also be discussing the current partnership agreement and design process. John informed the board that a group of Chamber staff has also come together to form a Chamber Office Building Committee to represent all three entities during the design process to meet the needs of each team. The current Chamber building has been listed for sale.

Strategic Plan Update: Aly shared that the Visit Billings re-brand project is on track with a goal of completion in April 2025. The main goal is to have the re-brand coincide with a new website design and warm season campaigns. The Visit Billings advocacy campaign will be falling in line with National Tourism Week and the team is focusing on celebrating hospitality in the Billings community. Aly also informed the board that Visit Billings is moving forward with hiring a Sports Director instead of Sports Tourism Manager and that we will be hiring a Content Coordinator.

Board Comments: George, Aly, Shelli, Steffan will be driving to Helena on Monday, January 13th to represent during the Legislative Session. Jase thanked Evan for everything during his time with Visit Billings and wished him luck during his next adventure and informed the board that the RFP for the Bowling Congress came back with the year 2031 as a host year for Billings and that conversations with MHSa to get state volleyball in Billings are flowing. George also wished Evan luck in his next adventure.

Adjournment: Steve Wahrlich motioned to adjourn.

Meeting adjourned at 10:01 a.m.

Submitted by K. Cousins

BILLINGS TBID BOARD OF DIRECTORS
FINANCIAL STATEMENT VARIANCE REPORT
AS OF January 31, 2025

Revenue over expenses is under budget \$9,611.

Revenue is \$39,398 under budget.

- Assessment income is under budget \$45,432. At the time of this report, there is still \$62,912 outstanding (four properties that have yet to pay). Staff will continue to monitor collections.
- Interest/Misc income is over budget \$6,035.
-

Expenses are \$29,787 under budget:

- Staff Expenses are \$23,953 under budget from staffing changes.
- Administrative Expenses are under budget \$4,751 from postage, professional training and telephone.
- Marketing Expenses are \$1,083 under budget.
 - Advertising is slightly under budget.
 - Sales Expense is under budget \$1,123 from savings with the MT Air Service Rendezvous event.
 - Tradeshow is \$1,505 over budget from ACGI and Connect Texas.

**Tourism Business Improvement District
Profit & Loss
Budget vs. Actual
January 2025**

	CURRENT MONTH		YEAR TO DATE			LAST YEAR	PREVIOUS YEAR
	Actual	Budget	Jan 2025 Actual	Jan 2025 Budget	2024-25 Annual Budget	Jan 2024 Actual	Jan 2023 Actual
Income							
4001100 · TBID Assessments	742,728	789,000	1,611,768	1,657,200	1,700,000	1,664,290	1,726,145
4001500 · Miscellaneous Income	1,973	1,250	14,785	8,750	15,000	20,543	2,658
Carryover used for budget	-	-	231,000	231,000	231,000	259,174	257,527
Total Income	744,701	790,250	1,857,552	1,896,950	1,946,000	1,944,006	1,986,330
Expense							
5001000 · Staff Expenses							
5007000 · Wages	30,635	34,000	279,855	296,200	473,000	241,154	176,142
5007100 · FICA Expense	1,896	2,700	18,850	20,500	34,900	16,817	11,820
5007200 · Unemployment Expense	364	600	1,261	1,300	3,400	1,054	992
5007400 · Health & Accident Expense	3,938	4,310	28,699	30,140	51,400	23,053	25,169
5007500 · Retirement Expense	2,378	3,150	18,228	22,550	37,200	15,993	11,503
5007700 · Workers Compensation Expense	141	170	1,034	1,190	2,100	929	714
5007800 · Staff Employment Expense	-	-	-	-	-	-	-
Total 5001000 · Staff Expenses	39,352	44,930	347,927	371,880	602,000	299,000	226,340
5009000 · Administrative Expenses							
5009200 · Computers	1,043	845	10,770	10,210	16,860	9,026	7,836
5009300 · Equipment & Repair Expense	123	165	899	1,155	2,500	1,167	1,166
5009500 · Liability Insurance	-	-	2,579	2,700	2,700	2,554	2,554
5009600 · Meeting Expenses	396	300	6,345	6,100	8,750	5,357	5,438
5009650 · TBID Communications	-	-	89	110	2,100	2,773	2,097
5009700 · Office Supplies	565	35	3,623	3,245	3,440	1,398	345
5009750 · Postage	108	300	2,058	3,100	5,000	2,061	2,979
5009800 · Professional Training	-	-	6,552	8,415	14,765	6,152	4,984
5009850 · Legal and Accounting	10,500	11,625	11,950	13,250	16,535	11,950	13,083
5009900 · Telephone/Wireless Equipment	570	735	3,813	5,145	8,790	3,952	4,361
Total 5009000 · Administrative Expenses	13,304	14,005	48,679	53,430	81,440	46,389	44,842
5150000 · Marketing Expenses							
5151000 · Advertising	40,155	40,700	424,188	424,900	639,000	399,074	370,867
5151500 · Film Recruitment	-	-	-	-	500	-	-
5152000 · Opportunity	-	-	15,792	15,800	51,000	45,034	118,889
5152500 · Printed Materials	13,352	13,000	32,526	32,700	82,000	73,874	11,460
5153000 · Publicity	1,673	1,800	34,074	34,300	114,500	28,581	38,841
5154000 · Sales Expenses	11,374	11,600	73,177	74,300	212,000	41,212	44,634
5155000 · Tradeshows/Conventions	2,776	2,700	50,205	48,700	67,000	40,673	32,510
5156000 · Visitor Information Center	-	-	3,890	3,900	9,100	3,610	288
5156500 · Web Site	4,460	4,530	33,774	34,110	87,460	16,342	27,809
Total 5150000 · Marketing Expenses	73,790	74,330	667,627	668,710	1,262,560	648,401	645,298
Total Expense	126,447	133,265	1,064,233	1,094,020	1,946,000	993,790	916,480
Total Net Income	618,255	656,985	793,320	802,930	-	950,216	1,069,849

Cash	Current Month	Last Month	Last Year
Unrestricted	799,382	181,696	843,448
Unearned Revenue	-	-	-
Rebranding Project	67,225	67,225	-
Rec Center	-	-	-
Air Service	375,000	375,000	475,000
BOD Restricted	125,447	125,447	325,447
Total Cash	1,367,054	749,368	1,643,895