



BILLINGS TOURISM BUSINESS IMPROVEMENT DISTRICT

BOARD OF DIRECTORS | REGULAR MEETING AGENDA*

May 9, 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. Public Comment – G. Maragos
 - a) Comments offered regarding items not included on the agenda (3-minute limit/person)
 - III. BTBID Partner Updates 8:35
 - a) Billings Chamber of Commerce Monthly Update - Nick Steen, Chamber BOD Liaison
 - b) MetraPark Advisory Board Monthly Update- J. Studiner, BTBID Board Liaison
 - IV. Approval of April 2024 Board Meeting Minutes – G. Maragos (Pgs. 2-3) ACTION
 - V. Approval of April 2024 Financial & Variance Reports – M. Stevenson (Pgs. 4-5) ACTION
 - a) FY25 Marketing Plan, Budget, & Assessment Increase Timeline Update – A. Tyson
 - VI. New Business 8:45
 - a) FY25 Executive Committee Formation – A. Tyson..... ACTION
 - b) Board Terms and Appointments Discussion – S. Wahrlich/G. Maragos
 - c) Strategic Plan Adoption & Retreat Follow-Up – A. Tyson ACTION
 - Stagecoach Trail Activity Conversation – G. Maragos
 - d) International Market and Destination MT Partnership with RMI Update – A. Eggart
 - VII. Board Comments – G. Maragos
 - VIII. Adjournment – G. Maragos 10:00

BILLINGS TBID BOARD MEETING

MINUTES

APRIL 11, 2024

Board Members Present: Jordan Clayton, Shelli Mann, George Maragos, Jeff Schoenhard, Joe Studiner, Steve Warhlich (via phone)

Board Members Absent: Ron Spence

Ex-Officio Present: Nick Steen

Ex-Officio Absent:

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

Others Present: Lacey Gardner, Boothill Inn & Suites; Jase Muri, Billings Hotel & Convention Center; Dick Zier, South Billings Urban Renewal Association; Jeff Kanning, Collaborative Design Architects; Andrew Houlihan, Collaborative Design Architects; Thom McLean, Big Sky Economic Development; Bailey Lord, Occupational Therapy Student at University of Mary

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

Public Comment: Alex congratulated and awarded Bailey Lord, Occupational Therapy Student from the University of Mary, for being with the Visit Billings team since January while she completed her capstone project on Accessibility Travel in Billings. This will be Bailey's last meeting with the BTBID, but she plans to bring each board member a copy of her finished product – Accessible Adventures: An Accessible Travel Guide to Billings, Montana.

BTBID Partner Updates:

Billings Chamber of Commerce Monthly Update: Nick Steen provided an update from the Billings Chamber's Board of Directors Meeting informing the board with details of the upcoming Billings Chamber Annual Chamber Breakfast at MetraPark on Thursday, April 25th, from 7-9 a.m. Nick also shared that John will be sharing a more formal overview of the Billings Chamber Aspirational City Visit to Grand Rapids, Michigan, during Visit Billings Strategic Planning Retreat on 4/18.

MetraPark Advisory Board Monthly Update: Evan led an update on the MetraPark Advisory Board Meeting stating that March was one of the busiest months on record for the Metra, along with the All-State Class B Basketball Tournament being the busiest tournament on record for a state basketball tournament. MetraPark also wanted to thank Visit Billings and the BTBID for assisting with all MHSA events at MetraPark.

Approval of Board Minutes:

Request for a motion to approve the March meeting minutes.

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

Approval of Financial & Variance Reports:

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

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

New Business:

South Billings Urban Renewal Association Sports Facility Planning Information: Jeff Kanning and Andrew Houlihan of Collaborative Design Architects shared their plans for new sports facility that would be built in place of the Multi-Generational Recreational Center. This sports facility would include two courts, a competitive pool, and a sheet of ice with a budget of \$35 million dollars. This budget consists of private funds, TIF grants and assistance from SBURA. This project will be presented to the Billings City Council in June 2024. Dick Zier with South Billings Urban Renewal Association also informed the board that the sports facility will be offering low-cost admission and memberships to accommodate any household who would like to utilize this space.

Community Workforce Efforts: Cathy Grider and Thom MacLean shared BillingsWorks' upcoming programs that assist and focus on Billings' workforce. The Summer Jobs program aids high school kids applying to jobs in the field they are interested in. They then go through a formal interview process and work alongside individuals in their chosen field. The high school kids are also paired up with a mentor from the Billings Chamber NextGEN Young Professional's group to learn more about their field and other professional interests. Empowering Excellence is an educational four-part series that is crafted to empower new and mid-level managers in navigating the dynamic landscape of contemporary workplaces. Tools for managers include how to Lead Effectively, Gain Practical Experience, and learn how to Empower Your Team Retention Strategies. The Workforce Behind the Workforce is a gathering of business leaders, childcare professionals, and employees to have discussions about the link between workforce shortages and childcare. Campus Billings is a program built for students interning in Billings over the summer months, June-August.

Cathy Grider then shared the new Billings Chamber DEI Toolkit that she has been working on for the last couple of years with the BTBID. This toolkit guides businesses on how to build belonging and inclusivity in the workplace.

Board Comments:

Visit Billings Strategic Plan Retreat Reminder: Alex shared an update on the finalization of the Strategic Plan Retreat coming up on Thursday, April 18th.

Aspirational City Visit Insights: John shared part of the Aspirational City Visit Agenda with the BTBID board.

Adjournment: Joe motioned to adjourn; Shelli seconded.

Meeting adjourned at 9:48 a.m.

Submitted by K. Cousins

**BILLINGS TBID BOARD OF DIRECTORS
VARIANCE REPORT
APRIL 30, 2024**

Revenue over expenses is \$5,517 under budget.

Revenue is \$2,129 under budget:

- Assessment income is under budget \$32,474. At the time of this report, one property is still outstanding in the amount of \$16,544.
- Interest/Misc. income is over budget \$30,345.

Expenses are \$3,387 over budget:

- Staff Expenses are over budget \$842.
- Administrative Expenses are \$3,391 under budget from timing of meetings, postage, & accounting.
- Marketing Expenses are over budget \$5,936.
 - Advertising is at budget.
 - Film Recruitment is over budget \$500.
 - Opportunity is under budget \$2,227.
 - Printed Materials is \$1,968 under budget.
 - Publicity is under budget \$397.
 - Sales is over budget \$2,410 from sports hospitality and sports incentives.
 - Tradeshows is over budget \$8,365 from the ACGI, ABA, Small Market Meetings, and Travel & Adventure shows.
 - Visitor Information is under budget \$365.
 - Website is under budget \$377.

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

	CURRENT MONTH		YEAR TO DATE			LAST YEAR	PREVIOUS YEAR
	Actual	Budget	April 2024	April 2024	2023-24 Annual Budget	April 2023	April 2022
			Actual	Budget		Actual	
Income							
4001100 - TBID Assessments	28,236	-	1,692,526	1,725,000	1,725,000	1,761,544	1,248,063
4001500 - Miscellaneous Income	2,766	-	30,345	-	-	13,515	550
Carryover used for budget	-	-	259,174	259,174	259,174	257,527	575,893
Total Income	31,003	0	1,982,045	1,984,174	1,984,174	2,032,586	1,824,505
Expense							
5001000 - Staff Expenses							
5007000 - Wages	28,463	28,400	326,431	326,700	383,094	245,331	248,230
5007100 - FICA Expense	2,131	2,200	23,239	23,600	27,800	16,921	17,492
5007200 - Unemployment Expense	345	300	2,155	2,500	2,900	1,852	1,876
5007400 - Health & Accident Expense	3,281	3,410	32,981	33,370	40,200	34,440	23,363
5007500 - Retirement Expense	2,588	2,350	23,254	20,900	25,000	16,590	15,226
5007700 - Workers Compensation Expense	141	150	1,353	1,500	1,800	1,063	1,063
5007800 - Staff Employment Expense	-	-	-	-	-	-	-
Total 5001000 - Staff Expenses	36,950	36,810	409,412	408,570	480,794	316,195	307,250
5009000 - Administrative Expenses							
5009200 - Computers	1,984	1,965	13,910	13,050	19,680	11,463	12,512
5009300 - Equipment & Repair Expense	202	165	1,556	1,850	3,000	1,569	2,099
5009500 - Liability Insurance	-	-	2,554	2,700	2,700	2,554	2,378
5009600 - Meeting Expenses	1,069	1,300	8,142	8,900	10,650	7,746	6,342
5009650 - TBID Communications	-	1,000	10,008	10,700	10,700	2,097	1,979
5009700 - Office Supplies	-	-	1,518	1,200	1,200	748	2,519
5009750 - Postage	354	400	3,587	4,000	5,000	3,421	2,324
5009800 - Professional Training	1,799	2,100	14,774	14,300	14,300	6,873	8,268
5009850 - Legal and Accounting	20	-	12,502	14,375	15,000	13,583	11,800
5009900 - Telephone/Wireless Equipment	475	630	5,523	6,390	7,650	6,017	4,591
Total 5009000 - Administrative Expenses	5,903	7,560	74,074	77,465	89,880	56,071	54,812
5150000 - Marketing Expenses							
5151000 - Advertising	148,036	148,200	656,670	656,675	792,000	515,342	443,528
5151500 - Film Recruitment	1,500	1,000	1,500	1,000	1,000	-	-
5152000 - Opportunity	20,136	21,050	71,273	73,500	128,000	123,663	30,150
5152500 - Printed Materials	1,750	1,750	77,432	79,400	93,000	12,857	18,469
5153000 - Publicity	5,769	5,800	34,603	35,000	104,700	52,381	31,501
5154000 - Sales Expenses	11,900	12,450	138,810	136,400	182,500	125,450	120,759
5155000 - Tradeshows/Conventions	-	-	56,665	48,300	51,800	44,185	30,741
5156000 - Visitor Information Center	-	-	5,935	6,300	9,500	1,960	424
5156500 - Web Site	8,243	9,365	36,708	37,085	51,000	41,499	28,395
Total 5150000 - Marketing Expenses	197,334	199,615	1,079,596	1,073,660	1,413,500	917,337	703,966
Total Expense	240,187	243,985	1,563,083	1,559,695	1,984,174	1,289,603	1,066,028
Total Net Income	(209,184)	(243,985)	418,962	424,479	-	742,983	758,477

Cash	Current Month	Last Month	Last Year
Unrestricted	320,312	530,329	743,864
Unearned Revenue	-	-	23,122
Contract Reserves	-	-	-
Rec Center	-	-	50,000
Air Service	475,000	475,000	375,000
BOD Restricted	325,447	325,447	354,672
Total Cash	1,120,759	1,330,776	1,546,658

