



BILLINGS TOURISM BUSINESS IMPROVEMENT DISTRICT

BOARD OF DIRECTORS | REGULAR MEETING AGENDA*

October 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. 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 September Board Meeting Minutes – G. Maragos (Pgs. 2-3) ACTION
- V. Approval of September FY25 Financial & Variance Reports – M. Stevenson (Pgs. 4-5) ACTION
- VI. Old Business: G. Maragos/ A. Eggart..... 8:45
 - i. Yellowstone Ice Foundation/Signal Peak update: Alex Picicci & Parker Phipps
 - ii. Building Update: J. Brewer
- VII. New Business: G. Maragos/ A. Eggart.....9:15
 - i. United States Bowling Congress: J. Muri
 - ii. Marketing Summit Update: A. Eggart
- VIII. Board Comments – G. Maragos
- IX. Adjournment 10:00

BILLINGS TBID BOARD MEETING
MINUTES
September 12, 2024

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

Board Members Absent:

Ex-Officios Present:

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

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

Others Present: Lacey Gardner, Boothill Inn & Suites; Dick Zier, South Billings Urban Renewal Association; Mike Pigg, City of Billings; Stoney Fields, MetraPark; Cody Reitz, MetraPark

Call to Order: George called the meeting to order at 8:29 a.m.

Public Comment: No public comments were made at the September BTBID board meeting.

BTBID Partner Updates:

Billings Chamber of Commerce Monthly Update: No update was provided at the September BTBID board meeting.

Approval of Board Minutes: Request for a motion to approve the July 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:

MetraPark Advisory Board Monthly Update: Joe informed the board there was no MetraPark Advisory Board meeting in the month of August due to Montana Fair.

Stoney Fields, General Manager and Cody Reitz, Event Coordinator from MetraPark joined the board meeting to share an update on Montana Fair and informed the board members that their FY25 budget has been approved for a new outdoor arena and will be completed in three phases. Stoney and Cody also shared that MetraPark will be moving on from 'Last Best Place of Summer' and change their themes each year, especially now since MetraPark will be celebrating 110 years of Montana Fair in Billings.

Old Business:

SBURA Sports Facility/Operations of Courts Facility Support: Alex, George, and Evan provided information from a meeting with Signal Peak/Yellowstone Ice Foundation stating that it would be a good time to start thinking about operational support for ice arenas in the future and that an ice arena would be one MOU while courts would be another MOU.

Dick Zier with SBURA and Mike Pigg with the City of Billings Parks, Recreation and Public Lands joined the BTBID meeting and informed the board that they went to the city council the previous week to move forward with RFPs on the design of the courts and infrastructure. There is a separate RFP for pad sites and design consultants. Dick and Mike also shared an updated presentation for the Amend Sports Facility.

Billings Chamber Offices/Building Update: John reported that things are going well and is asking George to discuss forming a task force with the Chamber to address office management. John also mentioned that he has a letter of intent from Bill Honaker for a space of approximately 8,000 square feet which plans on being purchased, rather than rented or leased. The goal of the task force is to meet the needs of stakeholders, partners, and members while fulfilling all other expectations. The building will be top-notch and adequately serve the needs of the Chamber, Visit Billings, and Visit Southeast Montana. John plans on meeting with each BTBID board member to review the current VB/TBID contracts and assess their needs. Additionally, requirements are being evaluated for internal space and the design process intends to start in October 2024 with the goal of our offices moving in January 2026. Jace Muri volunteered to be a part of the task force.

Voices of Montana Tourism and Montana Travel Association Updates: Dax Schieffer's conversation regarding Voices of Montana Tourism and Montana Travel Association 2025 Legislative Priorities include:
SB338:

Maintain the industry agreed upon uses outlined in 2019 SB338 that initially funded construction of the Montana Heritage Center that starting in 2025 will fund:

- 6% for Montana Heritage Center Operations
- 6% for Historic Preservation Grants - specifics per region/audience
- 7% for Capital Development Building Programs
- 6% for State Special Revenues including Department of Commerce, Montana State Parks, Regional Non-profit Tourism and Tribal Economic Development

Board Comments:

George and the rest of the BTBID thanked Alex for her years with Visit Billings and said their farewells to Alex as the Executive Director of Visit Billings.

Adjournment: Shelli Mann motioned to adjourn.

Meeting adjourned at 10:28 a.m.

Submitted by K. Cousins

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

Revenue over expenses is \$12,587 over budget.

Revenue is \$4,260 over budget from interest income.

Expenses are \$8,327 under budget:

- Staff Expenses are \$6,571 under budget from staffing changes.
- Administrative Expense are \$1,306 under budget.
- Marketing Expenses are \$450 under budget.
 - Advertising is under budget \$785 from timing of marketing projects.
 - Publicity is \$161 under budget.
 - Tradeshow is over budget \$562 from ACGI.

**Profit & Loss
Budget vs. Actual
September 2024**

	CURRENT MONTH		YEAR TO DATE			LAST YEAR	PREVIOUS YEAR
	Actual	Budget	Sept 2024	Sept 2024	2024-25 Annual Budget	Sept 2023	Sept 2022
			Actual	Budget		Actual	Actual
Income							
4001100 · TBID Assessments	-	-	865,868	865,100	1,700,000	872,806	922,119
4001500 · Miscellaneous Income	2,543	1,250	7,242	3,750	15,000	10,854	3,122
Carryover used for budget	-	-	231,000	231,000	231,000	259,174	257,527
Total Income	2,543	1,250	1,104,110	1,099,850	1,946,000	1,142,834	1,182,768
Expense							
5001000 · Staff Expenses							
5007000 · Wages	63,727	64,700	143,222	147,200	473,000	121,855	73,916
5007100 · FICA Expense	4,739	5,000	9,111	9,700	34,900	7,753	4,497
5007200 · Unemployment Expense	244	100	596	400	3,400	339	211
5007400 · Health & Accident Expense	4,238	4,300	12,746	12,900	51,400	9,767	7,483
5007500 · Retirement Expense	3,555	4,900	8,463	10,450	37,200	6,372	5,128
5007700 · Workers Compensation Expense	159	170	451	510	2,100	364	274
5007800 · Staff Employment Expense	-	-	-	-	-	-	-
Total 5001000 · Staff Expenses	76,663	79,170	174,589	181,160	602,000	146,450	91,508
5009000 · Administrative Expenses							
5009200 · Computers	2,155	1,995	5,545	5,560	16,860	3,802	3,398
5009300 · Equipment & Repair Expense	127	165	401	495	2,500	489	281
5009500 · Liability Insurance	-	-	2,079	2,200	2,700	2,054	2,054
5009600 · Meeting Expenses	1,227	1,250	2,982	3,000	8,750	2,337	1,700
5009650 · TBID Communications	-	-	29	50	2,100	170	308
5009700 · Office Supplies	1,769	1,535	2,360	2,655	3,440	340	268
5009750 · Postage	385	400	1,719	1,800	5,000	895	2,403
5009800 · Professional Training	695	700	3,340	3,350	14,765	2,235	2,247
5009850 · Legal and Accounting	500	625	500	625	16,535	13,709	500
5009900 · Telephone/Wireless Equipment	578	920	1,679	2,205	8,790	1,497	1,296
Total 5009000 · Administrative Expenses	7,436	7,590	20,634	21,940	81,440	27,529	14,454
5150000 · Marketing Expenses							
5151000 · Advertising	78,404	78,600	215,515	216,300	639,000	236,016	100,132
5151500 · Film Recruitment	-	-	-	-	500	-	-
5152000 · Opportunity	2,345	2,300	7,089	7,100	51,000	15,692	82,378
5152500 · Printed Materials	3,362	3,400	3,385	3,400	82,000	2,362	5,037
5153000 · Publicity	5,031	5,000	31,739	31,900	114,500	26,792	16,182
5154000 · Sales Expenses	11,064	11,500	27,909	27,950	212,000	20,600	4,794
5155000 · Tradeshow/Conventions	5,557	4,900	28,062	27,500	67,000	22,234	20,989
5156000 · Visitor Information Center	-	-	3,890	3,900	9,100	3,600	173.00
5156500 · Web Site	4,037	3,990	12,432	12,420	87,460	6,997	9,609
Total 5150000 · Marketing Expenses	109,799	109,690	330,020	330,470	1,262,560	334,293	239,294
Total Expense	193,898	196,450	525,243	533,570	1,946,000	508,272	345,256
Total Net Income	(191,355)	(195,200)	578,867	566,280	-	634,562	837,511

Cash	Current Month	Last Month	Last Year
Unrestricted	584,666	692,851	638,814
Unearned Revenue	-	-	-
Rebranding Project	67,225	83,613	-
Rec Center	-	-	13,555
Air Service	375,000	375,000	375,000
BOD Restricted	125,447	125,447	345,422
Total Cash	1,152,338	1,276,911	1,372,790