



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

**BILLINGS TOURISM BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING
AGENDA**

August 12, 2021

8:30 a.m.

Billings Chamber of Commerce Boardroom | 815 South 27th Street

*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, Chairman 8:30
- II. Public Comment – Comments offered regarding items not included on the agenda (limit three minutes/person)
- III. New Business 8:35-9:15
 - a) MetraPark Vision for the Future – G. Maragos
 - i. Presentation:
 - 1. Charlie Loveridge, MetraPark Advisory Board
 - 2. Dana Pulis, Kinetic Marketing
 - 3. Tim Goodridge, MetraPark Staff (Oak View Group Contract Update)
- IV. Approval of July Meeting Minutes – G. Maragos (Pg. 2) ACTION
- V. Approval of July Financial & Variance Reports – M. Stevenson/A. Tyson (Pgs. 3,4) ACTION
- VI. Old Business 9:30-9:50
 - a) Chamber/TBID Organizational Agreement – S. Wahrlich ACTION
 - b) Chamber Building Update – J. Brewer
 - c) Monthly COVID-19 Board Member Roundtable Discussion – G. Maragos
- VII. Partner Updates 9:50
 - a) Chamber Update – T. O’Rourke, KOA – Chamber of Commerce Board Liaison
- VIII. Board Comments 10:00
- IX. Adjournment – G. Maragos



**TBID BOARD OF DIRECTORS
MEETING MINUTES
JULY 8th, 2021**

Board Members Present: George Maragos, Ron Spence, Joe Studiner, Shelli Mann, Jeff Schoenhard

Board Members Absent: Lori Walker, Steve Wahrlich

Ex-Officio Member Present: Toby O'Rourke

Staff Present: Alex Tyson, Aly Murnion, Megan Stevenson, John Brewer, Luke Ashmore

Others Present: Mike Yakawich, Billings City Council; Jordan Clayton, TownePlace Suites

Call to Order:

George called the meeting to order at 8:30am.

Public Comments:

Joe thanked the board for his gift (engraved clock), celebrating the end of his time as board chair.

Partner Update(s):

Toby and John presented an update from the Chamber, including recent news on public safety levy conversations, discussions regarding the upcoming elections, and an update for a diversity & inclusion workshop for the TBID.

Board Comments:

Ron provided an update on the Montana Trailhead Inn's current operations.

Approval of Board Minutes:

Request for Motion to approve May minutes.

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

Approval of Financial & Variance Reports:

Request for a Motion to approve the financial & variance reports.

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

New Business:

Destination Development Discussion: Alex opened discussion on future projects and initiatives. The overall discussion included sports facility info, sports business opportunities, and how the board can provide support for other projects happening in Billings. The board recommended that the August board meeting focus on MetraPark. The board requested hearing about the vision and master planning at that time. The board recommended that the September meeting of the board focus on the South Billings Urban Renewal Association's sports facilities planning.

Old Business:

FY21 Review: Alex, Aly, and Luke provided a review of the previous fiscal year, including reporting and takeaways, as many travel and consumer habits changed.

Warm Season FY22 Update: Aly provided an update of current FY22 warm season creative and strategy.

Adjournment: Ron motioned to adjourn; Joe seconded.

Meeting adjourned at 10:30am.

Submitted by L. Ashmore



**TBID BOARD OF DIRECTORS
FINANCIAL STATEMENT | VARIANCE REPORT
AS OF JULY 31, 2021**

July's revenue over expenses is \$49,140 under budget.

Revenue is \$52,670 under budget from assessment income due to late payment of two properties. *As of August 9th, one property has paid and funds should be received the last week in August, staff will continue to monitor payments for the last property.*

Expenses are \$3,530 under budget:

- Staff Expenses are \$2,801 under budget.
- Administrative Expenses are \$700 under budget.
- Marketing Expenses are at budget.

**Tourism Business Improvement District
Profit & Loss
Budget vs. Actual
July 2021**

	CURRENT MONTH		YEAR TO DATE		2021-22 Annual Budget	LAST YEAR
	Actual	Budget	July 2021 Actual	July 2021 Budget		July 2020 Actual
Income						
4001100 - TBID Assessments	678,879	731,560	678,879	731,560	1,224,107	869,544
4001500 - Miscellaneous Income	11	-	11	-	-	6
Carryover used for budget	575,893	575,893	575,893	575,893	575,893	468,483
Total Income	1,254,783	1,307,453	1,254,783	1,307,453	1,800,000	1,338,033
Expense						
5001000 - Staff Expenses						
5007000 - Wages	28,202	28,600	28,202	28,600	358,200	21,387
5007100 - FICA Expense	1,365	1,500	1,365	1,500	27,000	1,589
5007200 - Unemployment Expense	113	200	113	200	3,400	172
5007400 - Health & Accident Expense	2,079	4,040	2,079	4,040	51,300	3,076
5007500 - Retirement Expense	1,249	1,450	1,249	1,450	18,400	1,634
5007700 - Workers Compensation Expense	91	110	91	110	1,700	115
5007800 - Staff Employment Expense	-	-	-	-	-	-
Total 5001000 - Staff Expenses	33,099	35,900	33,099	35,900	460,000	27,973
5009000 - Administrative Expenses						
5009200 - Computers	503	585	503	585	19,950	473
5009300 - Equipment & Repair Expense	52	165	52	165	3,500	177
5009500 - Liability Insurance	1,878	1,850	1,878	1,850	2,400	-
5009600 - Meeting Expenses	339	480	339	480	10,420	300
5009650 - TBID Communications	-	-	-	-	3,250	-
5009700 - Office Supplies	1,927	1,925	1,927	1,925	2,400	7
5009750 - Postage	109	250	109	250	5,000	154
5009800 - Professional Training	2,384	2,400	2,384	2,400	14,100	199
5009850 - Legal and Accounting	-	-	-	-	15,200	-
5009900 - Telephone/Wireless Equipment	385	623	385	623	7,420	271
Total 5009000 - Administrative Expenses	7,578	8,278	7,578	8,278	83,640	1,581
5150000 - Marketing Expenses						
5151000 - Advertising	6,614	6,620	6,614	6,620	801,670	4,545
5151500 - Film Recruitment	-	-	-	-	1,000	-
5152000 - Opportunity	-	-	-	-	80,000	-
5152500 - Printed Materials	-	-	-	-	56,500	1,473
5153000 - Publicity	-	-	-	-	59,950	15,530
5154000 - Sales Expenses	2,500	2,500	2,500	2,500	136,500	-
5155000 - Tradeshow/Conventions	307	350	307	350	54,100	6,682
5156000 - Visitor Information Center	-	-	-	-	25,600	3,600
5156500 - Web Site	315	295	315	295	41,040	1,785
Total 5150000 - Marketing Expenses	9,736	9,765	9,736	9,765	1,256,360	33,614
Total Expense	50,413	53,943	50,413	53,943	1,800,000	63,168
Total Net Income	1,204,370	1,253,510	1,204,370	1,253,510	-	1,274,865

Cash	Current Month	Last Month	Last Year
Unrestricted	1,205,623	577,146	1,271,252
Unearned Revenue	-	651,012	-
Contract Reserves	-	-	3,600
BOD Restricted	576,519	576,519	324,019
Total Cash	1,782,142	1,804,676	1,598,870

