



**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**

**July 8, 2021  
8:30 a.m.**

**Billings Chamber of Commerce Boardroom | 815 South 27<sup>th</sup> 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. Partner Updates ..... 8:33
  - a) Chamber Update – T. O'Rourke, KOA – Chamber of Commerce Board Liaison
- IV. Board Comments ..... 8:45
- V. Approval of June Meeting Minutes – G. Maragos (Pgs. 2-3) ..... ACTION
- VI. Approval of June Financial & Variance Reports – M. Stevenson/A. Tyson (Pgs. 4-5) ..... ACTION
  - a) FY21 Review and FY22 Financial Report/Collections YTD – M. Stevenson
- VII. New Business ..... 8:50-9:40
  - a) Destination Development Discussion: Positioning Billings for the Future – G. Maragos/A. Tyson
- VIII. Old Business ..... 9:40-10:00
  - a) FY21 Review – L. Ashmore/A. Murnion/A. Tyson
  - b) Warm Season FY22 Update - A. Murnion
- IX. Adjournment – G. Maragos ..... ACTION



**TBID BOARD OF DIRECTORS  
MINUTES  
June 10th, 2021**

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**Board Members Present:** Joe Studiner, Steve Wahrlich, Ron Spence, Jeff Schoenhard, George Maragos, Lori Walker (via phone)

**Board Members Absent:** Shelli Mann

**Ex-Officio Member Present:**

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

**Others Present:** Josh Collins; Zartico (via Zoom)

**Call to Order:**

Joe called the meeting to order at 8:31am.

**Public Comments:**

Alex congratulated Joe on his time as board chair and thanked him for his leadership during his tenure.

**Partner Update(s):**

**Billings Chamber:** John provided an update for the Chamber, including information on new Chamber board roles, public safety information, and staff changes.

**YCLA:** Joe opened discussion on YCLA's dissolution. The board provided a recommendation for directing the organizations remaining funds to Gallatin College's Hospitality Program in Bozeman in the late Brian Arneson's name.

**Approval of Board Minutes:**

Request for Motion to approve May minutes.

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

**Approval of Financial & Variance Reports:**

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

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

**New Business:**

**Zartico Destination Research:** Josh Collins presented to the board via Zoom. He provided a detailed overview of Zartico's product model, showed software examples, and answered questions from the board. Alex began a discussion about the importance of such research to destination marketing and management. Alex discussed the advantages and strategies of using the research for a two-year term, committing one fiscal year at a time.

MOTION: Steve motioned to utilize \$25,000 dollars (from revenue over expenses) to subscribe to Zartico's product offering. Jeff seconded. Motion carried.

**FY22 Election of Officers of the Board of Directors:** An overview was provided for TBID board roles for FY22. George Maragos was recommended to be elected to FY22 Chairman, Lori Walker was recommended to serve as Vice Chair, and Jeff Schoenhard agreed to accept a nomination by Joe to serve as Treasurer.

MOTION: Ron motioned to accept roles as recommended. Steve seconded. Motion carried.

**Chamber/TBID Organizational Agreement:** Joe discussed an upcoming opportunity for George and Steve to represent the TBID board during a meeting with Chamber board members to review organizational agreements. They will report back to the full board following meetings with Chamber of Commerce representation.

**Upcoming Agenda Priorities:** Alex asked the board about which upcoming agenda priorities they would like to focus on in the coming months.

**Recreate Responsibly for Montana Aware:** Alex discussed this current initiative, involving safety messaging, and a grant to update the Visit Billings website to provide up to information about Yellowstone County and COVID-19.

**Old Business:**

Landon's Miracle Field Project Follow-Up: Alex provided an update on this project's current timeline and planned opening date per the board's request at the May meeting. Joe opened board discussion involving a contribution to the project. Discussed monetary contribution brought forward involved 50,000 dollars over the next three fiscal years (i.e., \$25,000 in FY22, \$15,000 in FY23, and \$10,000 in FY24).

MOTION: Steve motioned to accept contribution as listed; Ron seconded. Motion Carried.

FY21 Leisure Marketing/Summer Campaigns: Aly provided an overview of FY21's leisure marketing and a look at current summer campaign efforts.

Trailhead Tuesday Update: Luke provided an update on summer Trailhead Tuesday videos.

Adjournment: Ron motioned to adjourn; George seconded.  
Meeting adjourned at 10:30am.

*Submitted by L. Ashmore/A. Tyson*

**TBID Board of Directors**  
**Financial Statement Variance Report**  
**As of June 30, 2021**

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Net revenue over expenses is \$167,410 over budget. *These dollars have been earmarked to help fund the FY22 budget due to the shortfall of assessment revenue with COVID-19 impacts. Revenue ended FY21 \$92,137 over budget from assessment and miscellaneous income.*

**Expenses are \$75,274 under budget:**

- Staff Expenses are \$27,525 under budget due to savings from the PPP loan (Paycheck Protection Program) and open staff position.
- Administrative Expenses are \$12,517 under budget from equipment expense, meetings, office supplies, postage, legal & accounting (audit), and telephone expenses (savings from change in phone providers).
- Marketing Expenses are \$35,232 under budget from the following:
  - Advertising is under budget \$478.
  - Opportunity is under budget \$4,047 from the Visit Billings grants.
  - Printed Materials is over budget \$1,329 from facilitation & print material needs (items purchased to be used for next fiscal year).
  - Publicity is under budget \$4,550 from savings in influencer hosting expenses and planning strategy.
  - Sales Expense is \$17,644 under budget from savings in regional/national sales, Meetings & Convention incentives, meeting planner site inspections, and sports sales (DII preps & NCAA West Region XC) & incentives.
  - Tradeshow & Conventions is under budget \$2,933 from cancelled shows that did not happen this year.
  - VIC is under budget \$3,321 from savings in volunteer appreciation expenses and the Trail Guide program.
  - Website is under budget \$3,587 from the event e-calendar.

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

	CURRENT MONTH		YEAR TO DATE		2020-21 Annual Budget	LAST YEAR
	Actual	Budget	June 2021 Actual	June 2021 Budget		June 2020 Actual
<b>Income</b>						
4001100 · TBID Assessments	(36,895)	-	1,399,412	1,309,000	1,309,000	1,838,723
4001500 · Miscellaneous Income	12	-	1,725	-	-	5,219
Carryover from 2019-2020 used for budget	-	-	60,000	60,000	60,000	24,000
Carryover from 2019-2020 reserved	-	-	408,483	408,483	408,483	-
<b>Total Income</b>	<b>(36,883)</b>	<b>0</b>	<b>1,869,620</b>	<b>1,777,483</b>	<b>1,777,483</b>	<b>1,867,943</b>
<b>Expense</b>						
<b>5001000 · Staff Expenses</b>						
5007000 · Wages	18,525	21,000	254,612	271,850	271,850	323,648
5007100 · FICA Expense	1,423	1,500	17,951	22,000	22,000	23,792
5007200 · Unemployment Expense	133	400	1,894	4,000	4,000	2,786
5007400 · Health & Accident Expense	2,448	2,796	31,936	33,600	33,600	43,890
5007500 · Retirement Expense	1,332	2,000	20,907	23,025	23,025	22,114
5007700 · Workers Compensation Expense	90	125	1,152	1,500	1,500	1,693
5007800 · Staff Employment Expense	-	-	-	-	-	-
<b>Total 5001000 · Staff Expenses</b>	<b>23,951</b>	<b>27,821</b>	<b>328,450</b>	<b>355,975</b>	<b>355,975</b>	<b>417,922</b>
<b>5009000 · Administrative Expenses</b>						
5009200 · Computers	1,874	1,735	15,076	13,970	13,970	14,286
5009300 · Equipment & Repair Expense	46	712	813	3,000	3,000	2,453
5009500 · Liability Insurance	-	-	2,378	2,400	2,400	2,375
5009600 · Meeting Expenses	4,302	602	9,581	9,200	9,200	9,711
5009650 · TBID Communications	285	-	2,633	2,725	2,725	2,228
5009700 · Office Supplies	92	87	1,605	2,210	2,210	3,568
5009750 · Postage	1,511	2,310	2,778	5,500	5,500	1,908
5009800 · Professional Training	2,540	6,430	4,798	8,750	8,750	10,659
5009850 · Legal and Accounting	500	1,000	12,901	15,000	15,000	12,561
5009900 · Telephone/Wireless Equipment	735	630	5,279	7,604	7,604	6,516
<b>Total 5009000 · Administrative Expenses</b>	<b>11,885</b>	<b>13,506</b>	<b>57,842</b>	<b>70,359</b>	<b>70,359</b>	<b>66,265</b>
<b>5150000 · Marketing Expenses</b>						
5151000 · Advertising	221,021	142,366	624,137	624,616	624,616	486,863
5151500 · Film Recruitment	-	-	-	-	-	-
5152000 · Opportunity	11,948	14,650	18,453	22,500	22,500	68,235
5152500 · Printed Materials	8,146	6,700	49,529	48,200	48,200	60,106
5153000 · Publicity	7,113	11,680	44,450	49,000	49,000	67,330
5154000 · Sales Expenses	44,662	52,850	113,856	131,500	131,500	137,085
5155000 · Tradeshows/Conventions	880	4,400	24,667	27,600	27,600	60,294
5156000 · Visitor Information Center	379	3,300	3,979	7,300	7,300	9,822
5156500 · Web Site	(2,002)	1,550	28,363	31,950	31,950	25,539
<b>Total 5150000 · Marketing Expenses</b>	<b>292,147</b>	<b>237,496</b>	<b>907,434</b>	<b>942,666</b>	<b>942,666</b>	<b>915,272</b>
<b>Total Expense</b>	<b>327,984</b>	<b>278,823</b>	<b>1,293,726</b>	<b>1,369,000</b>	<b>1,369,000</b>	<b>1,399,460</b>
<b>Total Net Income</b>	<b>(364,866)</b>	<b>(278,823)</b>	<b>575,893</b>	<b>408,483</b>	<b>408,483 *</b>	<b>468,483</b>

\*The Net Income of \$408,483 is the remaining balance from the FY20 carryover that has not been utilized for the FY21 budget. These dollars will be used to help fund the FY22 budget.

Cash	Current Month	Last Month	Last Year
Unrestricted	577,146	942,012	468,483
Unearned Revenue	651,012	16,060	17,774
Contract Reserves	-	3,600	1,103
BOD Restricted	576,519	601,519	324,019
<b>Total Cash</b>	<b>1,804,676</b>	<b>1,563,191</b>	<b>811,378</b>

