



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**

June 10, 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 – J. Studiner, 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 – D. Worstell, Chamber of Commerce Board Liaison/Billings Gazette Comm.
 - b) YCLA Dissolution and Funding – Jordan Clayton/M. StevensonACTION
- IV. Board Comments 8:45
- V. Approval of May Meeting Minutes – J. Studiner (Page 2) ACTION
- VI. Approval of May Financial & Variance Reports – M. Stevenson/A. Tyson (Pages 3-4) ACTION
- VII. New Business 8:50-10:00
 - a) Zartico Destination Research..... ACTION
 - i. Presentation: Josh Collins – Zartico - Head of Product, Community, and Education
 - b) FY22 Election of Officers of the Board of Directors ACTION
 - c) Chamber/TBID Organizational Agreement – J. Studiner
 - d) Community Involvement Funds/Publicity – A. Tyson/S. Wahrlich ACTION
 - e) Upcoming Agenda Priorities – A. Tyson
 - f) Recreate Responsibly for Montana Aware – A. Tyson
- VIII. Old Business 10:00-10:30
 - a) Landon’s Miracle Field Project Follow-up – J. Studiner/A. Tyson ACTION
 - b) FY21 Leisure Marketing/Summer Campaigns – A. Murnion
 - c) Trailhead Tuesday Latest – L. Ashmore
- IX. Adjournment – J. Studiner..... ACTION



**TBID BOARD OF DIRECTORS
MEETING MINUTES
May 13, 2021**

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

Board Members Absent: Lori Walker

Ex-Officio Member Present: Dave Worstell

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

Others Present: Marcia Smith & DeAnn Viser; Landon's Legacy Foundation

Call to Order:

Joe called the meeting to order at 8:28am.

Board Comments:

Steve discussed some takeaways from the recent legislative session and how certain aspects of the tourism industry were handled.

Partner Update(s):

Billings Chamber – Dave provided an update on current Chamber work including public safety conversations, recent events, Diversity & Inclusion program commencement, and the recent Billings City Council workshop.

YCLA – Shelli opened discussion on YCLA updates regarding the state of the organization.

Approval of Board Minutes:

Request for Motion to approve April minutes.

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

Approval of Financial & Variance Reports:

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

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

New Business:

Landon's Miracle Field Project: Marcia Smith and DeAnn Visser presented their organization's work creating a new field and complex in Billings for special needs youth and families. Specific information included the phases of the project and next steps needed for a successful opening. The board requested information on the City's infrastructure planning and commitment for possible action at June meeting.

Old Business:

2021 Legislative Session in Review: Dan Brooks presented an overview of the most recent Montana Legislative Session action and outcomes, including what the Billings Chamber actively supported or opposed.

FY21 Leisure Marketing Update/Winter Campaign Report: Aly provided an update on the FY21 winter campaign reports, analytics, and general performance of the campaign. Next month she will showcase the warm season campaigns.

FY22 Budget & Marketing Plan: Alex discussed the FY22 Budget and Marketing Plan, along with upcoming presentations of the document's information to the City and to the State of Montana.

MetraPark Master Planning: Alex and Shelli provided a general update on current MetraPark master planning and their work in specific committees of the project.

MOTBD Restructure: Steve discussed restructuring of the MOTBD and the organizational changes they're using moving forward under the new administration at the State of Montana and Department of Commerce.

Adjournment: Shelli motioned to adjourn; Steve seconded.

Meeting adjourned at 10:20am.

Submitted by Luke Ashmore

TBID BOARD OF DIRECTORS
Financial Statement Variance Report
As of May 31, 2021

Revenue over expenses is \$253,453 over budget.

These dollars have been earmarked to help fund the FY22 budget due to anticipated shortfall of assessment revenue. Revenue is currently \$129,019 over budget from assessment and miscellaneous income.

Expenses are \$124,434 under budget.

- Staff Expenses are \$23,655 under budget due to savings from the PPP loan (Paycheck Protection Program).
- Administrative Expenses are \$10,896 under budget from equipment expense, meetings, office supplies, postage, legal & accounting (audit), and telephone expenses (savings from change in phone providers).
- Marketing Expenses are \$89,553 under budget from the following:
 - Advertising is under budget \$79,133 due to timing (spent in June). Per Board approval, a portion of savings in staff expenses were transferred to increase marketing funds.
 - Opportunity is under budget \$1,345.
 - Sales Expense is \$9,456 under budget from savings in sports sales (DII preps & NCAA West Region XC).
 - VIC is under budget \$400 from the Quiq text program.

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

	CURRENT MONTH		YEAR TO DATE		2020-21 Annual Budget	LAST YEAR
	Actual	Budget	May 2021 Actual	May 2021 Budget		May 2020 Actual
Income						
4001100 · TBID Assessments	-	-	1,436,307	1,309,000	1,309,000	1,838,723
4001500 · Miscellaneous Income	12	-	1,712	-	-	5,213
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	-
Total Income	12	0	1,906,502	1,777,483	1,777,483	1,867,937
Expense						
5001000 · Staff Expenses						
5007000 · Wages	18,525	21,000	236,086	250,850	271,850	302,333
5007100 · FICA Expense	1,385	1,500	16,528	20,500	22,000	22,132
5007200 · Unemployment Expense	157	400	1,760	3,600	4,000	2,584
5007400 · Health & Accident Expense	2,463	2,793	29,488	30,804	33,600	40,757
5007500 · Retirement Expense	1,541	2,000	19,575	21,025	23,025	20,658
5007700 · Workers Compensation Expense	90	125	1,062	1,375	1,500	1,578
5007800 · Staff Employment Expense	-	-	-	-	-	-
Total 5001000 · Staff Expenses	24,160	27,818	304,499	328,154	355,975	390,042
5009000 · Administrative Expenses						
5009200 · Computers	603	585	13,202	12,235	13,970	10,727
5009300 · Equipment & Repair Expense	48	208	767	2,288	3,000	1,468
5009500 · Liability Insurance	-	-	2,378	2,400	2,400	2,375
5009600 · Meeting Expenses	318	753	5,278	8,598	9,200	9,468
5009650 · TBID Communications	-	-	2,348	2,725	2,725	2,158
5009700 · Office Supplies	-	83	1,514	2,123	2,210	2,252
5009750 · Postage	69	290	1,267	3,190	5,500	1,873
5009800 · Professional Training	1,305	1,320	2,258	2,320	8,750	9,186
5009850 · Legal and Accounting	-	-	12,401	14,000	15,000	11,561
5009900 · Telephone/Wireless Equipment	385	634	4,544	6,974	7,604	5,683
Total 5009000 · Administrative Expenses	2,728	3,873	45,957	56,853	70,359	56,750
5150000 · Marketing Expenses						
5151000 · Advertising	53,092	53,100	403,117	482,250	624,616	406,403
5151500 · Film Recruitment	-	-	-	-	-	-
5152000 · Opportunity	-	-	6,505	7,850	22,500	38,235
5152500 · Printed Materials	4,975	5,000	41,382	41,500	48,200	57,819
5153000 · Publicity	10,448	10,500	37,337	37,320	49,000	64,330
5154000 · Sales Expenses	13,913	13,900	69,193	78,650	131,500	133,422
5155000 · Tradeshows/Conventions	12,880	12,200	23,787	23,200	27,600	60,294
5156000 · Visitor Information Center	-	-	3,600	4,000	7,300	9,089
5156500 · Web Site	3,118	1,275	30,365	30,400	31,950	21,971
Total 5150000 · Marketing Expenses	98,426	95,975	615,287	705,170	942,666	791,561
Total Expense	125,314	127,666	965,743	1,090,177	1,369,000	1,238,354
Total Net Income	(125,302)	(127,666)	940,759	687,306	408,483 *	629,583

*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	942,012	1,067,314	629,446
NAIA Tournament	-	-	7,846
Unearned Revenue	16,060	1,842	-
Contract Reserves	3,600	3,600	-
BOD Restricted	601,519	601,519	294,019
Total Cash	1,563,191	1,674,274	931,311

