



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**

November 11, 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 (three min./person)
- III. Partner Update 8:35
 - a) Chamber Update – T. O’Rourke, KOA – Chamber of Commerce Board Liaison
- IV. Approval of October Meeting Minutes – G. Maragos (Pg. 2-3) ACTION
- V. Approval of October Financial & Variance Reports – M. Stevenson/A. Tyson (Pgs. 4-5) ACTION
 - a) TBID Audit Update – M. Stevenson
- VI. New Business 8:45-9:45
 - a) Pub Station Pavilion Project News – A. Tyson
 - i. Guest: Sean Lynch – 11:11 Presents
 - b) Visit Billings and Visit Southeast Montana Market Takeover – A. Murnion
 - c) Billings Trail Guide Update – L. Ashmore
 - d) Visit Billings Strategic Plan – A. Tyson ACTION
 - e) Autism Certified Destination – A. Tyson ACTION
- VII. Old Business 9:45
 - a) Board Matrix Follow-Up – G. Maragos
 - b) Monthly COVID-19 Board Member Roundtable Discussion – G. Maragos
- VIII. Board Comments 9:55
 - a) Monthly STR Report Discussion – G. Maragos/All
- IX. Adjournment – G. Maragos 10:00



**TBID BOARD OF DIRECTORS
MINUTES – October 14th, 2021**

Board Members Present: George Maragos, Steve Wahrlich, Shelli Mann, Ron Spence, Jeff Schoenhard, Lori Walker (via phone)

Board Members Absent: Joe Studiner

Ex-Officio Member Present: Toby O'Rourke

Staff Present: Alex Tyson, Aly Eggart, Megan Stevenson, Luke Ashmore, Emily Pinnow

Others Present: Ginny Hart, Quality Inn; Jordan Clayton, TownePlace Inn & Suites

Call to Order:

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

Public Comments:

Alex introduced Emily Pinnow, Visit Billings' recently hired Visitor Services Manager.

Partner Update(s):

Toby provided an update on recent Chamber updates, specifically the recent candidate forum and the Chamber's candidate endorsements ahead of the November 2 City Election.

Approval of Board Minutes:

Request for a Motion to approve the September meeting minutes.

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

Approval of Financial & Variance Reports:

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

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

Old Business:

Destination Development Discussion: Positioning Billings for the Future:

i. Discussion focused on previous meeting follow up and how community growth and projects are making headway. The TBID's involvement and outreach regarding these projects was a focal point for discussion, as well. MetraPark leadership presented master planning insights in August and the South Billings Urban Renewal Association leadership presented SBURA Sports Facility Plans at the September meeting.

ii. Specifics regarding MetraPark planning and the SBURA sports facility were discussed in further detail.

FY22 Leisure Marketing Update: Aly provided an update on FY22 marketing, creative strategy, and overall performance. Additionally, she provided a look at the upcoming winter campaign's concept and presented creative examples.

Billings Trail Guides: New Elements & Invitation: Luke presented the new Trail Guide videos, highlighting two downtown businesses. These new videos were paired with an invitation from Luke to present program information to new hotel employees at board member properties.

TBID Grant Cycle Update: Luke updated the board on the upcoming TBID Grant Program cycle in preparation for upcoming application submissions.

AirDNA and Zartico Data Programs Follow Up: Alex provided further information on Zartico and AirDNA and how Visit Billings will use their software and data moving forward.

Monthly COVID-19 Board Member Roundtable Discussion: Discussion focused on “Please Be Kind” and “Mental Health Resources” program options, and how these could be used by stakeholders.

Board Comments:

Monthly STR Report Discussion: Recent STR data was reviewed and discussed by the board.

USS Billings Library Wall: Ron thanked Luke for his work on the recently completed and unveiled USS Billings Wall at the Billings Library.

Adjournment: Ron motioned to adjourn; Steve seconded.
Meeting adjourned at 10:25am.

Submitted by L. Ashmore.