

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
July 14, 2022 | 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 8:30
- II. Public Comment – Comments offered regarding items not included on the agenda (three-minute limit/person)
- III. Partner Updates 8:35
 - a) Billings Chamber of Commerce Update: Toby O’Rourke, Chamber BOD Liaison
 - b) MetraPark Advisory Board Update: J. Studiner, MPAB Member
 - c) SBURA CORE Committee Update: R. Spence, Member
- IV. Approval of June 2022 Board Meeting Minutes – G. Maragos (Pg. 2) ACTION
- V. Approval of June 2022 Financial & Variance Reports – M. Stevenson (Pgs. 3-4) ACTION
 - a) FY22 Financials: Year in Review – M. Stevenson/A. Tyson ACTION
- VI. New Business 8:50
 - a) Warm Season Travel Discussion - All
 - b) Certified Tourism Ambassador (CTA) Destination Program – A. Tyson ACTION
 - c) Billings Chamber FY23: Barriers to Progress – J. Brewer
- VII. Old Business 9:20
 - a) Autism Certified Destination Status/Grant Options – A. Tyson ACTION
 - b) YIAS Update re Lodging and Business Involvement Event – A. Tyson
 - c) Final FY22 year-end PACE – A. Tyson
- VIII. Board Comments – G. Maragos 9:30
- IX. Adjournment – G. Maragos 9:35

BILLINGS TBID BOARD OF DIRECTORS

MEETING MINUTES

June 9th, 2022

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

Staff Present: Alex Tyson, Megan Stevenson, John Brewer, Luke Ashmore, Dan Brooks, Kyra Cousins

Others Present: Stacy Lind, Stefan Cattarin, Amy Barnhart

Call to Order: George called the meeting to order at 8:30am

Public Comments: Dan Brooks highlighted recent data received from the City of Billings regarding fire or police calls pertaining to the city's fifty lodging businesses following conversations with TBID board, staff, and select city council members.

New Business:

FY23 Executive Committee: Request for a motion to approve the FY23 Executive Committee: George Maragos serving as chairperson; Lori Walker serving as vice chair; and Jeff Schoenhard to serve as the treasurer.

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

Omaha Takeaways: John opened discussion on the recent Aspirational City Visit to Omaha which included fifty-two leaders from Billings:

- i. Shelli mentioned the City's bike share program they learned about during the visit.
- ii. The board reviewed Omaha's tourism proof of performance video and how it highlights economic drivers.
- iii. Alex discussed insights gained from the destination's sports business and the success in this segment.
- iv. Steve spoke to Omaha's MECA and how well this is maintained with a private management structure.

Partner Update(s):

Billings Chamber: John provided an update on the upcoming Legacy Awards and Chamber Open golf event.

MetraPark: Joe commented on MetraPark's updated shuttle procedure and how this should benefit hotel shuttles during high attendance/traffic events at the venue.

Approval of Board Minutes:

Request for a Motion to approve the April meeting minutes.

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

Approval of Financial & Variance Reports:

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

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

Old Business:

BIL: Final Project Completion Report: Luke shared information on the installed graphic displays at BIL and provided information on the official unveiling of the airport's new terminal.

Billings Brew Trail – App Update: Luke provided a look at the brew trail's digital passport and takeaways from its launch in May.

Visitor QR Codes: Luke presented creative for QR code-themed print collateral to be delivered to hoteliers this summer.

Adjournment: Ron motioned to adjourn; Joe seconded.

Meeting adjourned at 10:00am.

Submitted by L. Ashmore/A. Tyson



BILLINGS TBID BOARD OF DIRECTORS
Financial Statement Variance Report
As of June 30, 2022
(Year-end FY22)

Revenue over expenses is \$257,527 over budget (\$139,170 is already earmarked to help fund the FY23 budget leaving a balance of \$118,357. Staff will recommend the \$118,357 be re-allocated to FY23 marketing and sales budget items).

Revenue is \$24,530 over budget from assessment income. At the time of this report, one property is outstanding in the amount of \$17,298 (per the county website it states that assignment has taken place).

- Assessment income is over budget from conservative estimates for the spring 2021 collections and strong FY22 occupancy.

Expenses are \$232,997 under budget.

- Staff Expenses are \$93,042 under budget due to savings from the two open positions.
- Administrative Expenses are \$14,421 under budget in computers, equipment, meetings, postage, legal and telephone expenses.
- Marketing Expenses are under budget \$125,534 from the following:
 - Advertising is under budget \$40,415 from savings in advertising funds that were planned to be carried over to the next fiscal year.
 - Opportunity is under budget \$71,076 from the Visit Billings grants, savings in the airport updates, and funds reserved for the sports tourism position.
 - Printed Materials is \$2,936 under budget from savings in facilitation & print material needs.
 - Publicity is under budget \$9,206 from savings in planning strategy and DestinationNext.
 - Sales Expense is \$16,202 over budget from Meetings & Convention incentives and sports sales & incentives.
 - Tradeshows is under budget \$5,647 from cancelled shows that weren't attended.
 - Visitor Information Center is under budget \$5,647 from savings in volunteer appreciation expenses and the Trail Guide program.
 - Website is \$5,676 under budget from savings in event e-calendar and website sports page.

**Tourism Business Improvement District
Profit & Loss
Budget vs. Actual
June 2022**

	CURRENT MONTH		YEAR TO DATE			LAST YEAR	PREVIOUS YEAR
	Actual	Budget	June 2022 Actual	June 2022 Budget	2021-22 Annual Budget	June 2021 Actual	June 2020 Actual
Income							
4001100 · TBID Assessments	-	-	1,248,063	1,224,107	1,224,107	1,399,412	1,838,723
4001500 · Miscellaneous Income	11	-	574	-	-	1,725	5,219
Carryover used for budget	-	-	575,893	575,893	575,893	468,483	24,000
Total Income	11	0	1,824,530	1,800,000	1,800,000	1,869,620	1,867,943
Expense							
5001000 · Staff Expenses							
5007000 · Wages	21,482	35,500	296,410	358,200	358,200	254,612	323,648
5007100 · FICA Expense	1,528	2,800	20,551	27,000	27,000	17,951	23,792
5007200 · Unemployment Expense	139	400	2,168	3,400	3,400	1,894	2,786
5007400 · Health & Accident Expense	2,494	5,260	28,352	51,300	51,300	31,936	43,890
5007500 · Retirement Expense	1,381	1,400	18,233	18,400	18,400	20,907	22,114
5007700 · Workers Compensation Expense	91	190	1,245	1,700	1,700	1,152	1,693
5007800 · Staff Employment Expense	-	-	-	-	-	-	-
Total 5001000 · Staff Expenses	27,116	45,550	366,958	460,000	460,000	328,450	417,922
5009000 · Administrative Expenses							
5009200 · Computers	2,279	7,015	15,580	19,950	19,950	15,076	14,286
5009300 · Equipment & Repair Expense	330	185	2,523	3,500	3,500	813	2,453
5009500 · Liability Insurance	-	-	2,378	2,400	2,400	2,378	2,375
5009600 · Meeting Expenses	1,638	935	8,639	10,420	10,420	9,581	9,711
5009650 · TBID Communications	737	1,300	2,716	3,250	3,250	2,633	2,228
5009700 · Office Supplies	1,529	-	4,049	2,400	2,400	1,605	3,568
5009750 · Postage	235	1,750	2,695	5,000	5,000	2,778	1,908
5009800 · Professional Training	4,445	5,800	12,712	14,100	14,100	4,798	10,659
5009850 · Legal and Accounting	500	2,550	12,300	15,200	15,200	12,901	12,561
5009900 · Telephone/Wireless Equipment	433	527	5,627	7,420	7,420	5,279	6,516
Total 5009000 · Administrative Expenses	12,126	20,062	69,219	83,640	83,640	57,842	66,265
5150000 · Marketing Expenses							
5151000 · Advertising	248,422	283,800	761,255	801,670	801,670	624,137	486,863
5151500 · Film Recruitment	-	1,000	-	1,000	1,000	-	-
5152000 · Opportunity	(21,226)	49,300	8,924	80,000	80,000	18,453	68,235
5152500 · Printed Materials	32,911	34,700	53,564	56,500	56,500	49,529	60,106
5153000 · Publicity	4,390	13,400	50,744	59,950	59,950	44,450	67,330
5154000 · Sales Expenses	28,345	11,900	152,702	136,500	136,500	113,856	137,085
5155000 · Tradeshows/Conventions	13,731	14,100	48,321	54,100	54,100	24,667	60,294
5156000 · Visitor Information Center	16,078	21,150	19,953	25,600	25,600	3,979	9,822
5156500 · Web Site	5,885	9,120	35,364	41,040	41,040	28,363	25,539
Total 5150000 · Marketing Expenses	328,535	438,470	1,130,826	1,256,360	1,256,360	907,434	915,272
Total Expense	367,777	504,082	1,567,003	1,800,000	1,800,000	1,293,726	1,399,460
Total Net Income	(367,766)	(504,082)	257,527	0	-	575,893	468,483

Cash	Current Month	Last Month	Last Year
Unrestricted	258,780	765,935	577,146
Unearned Revenue	837,614	94,240	651,012
Contract Reserves	23,450	-	-
BOD Restricted	676,519	671,519	576,519
Total Cash	1,796,362	1,531,694	1,804,676

