



**BILLINGS TOURISM BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS | REGULAR MEETING AGENDA*
JUNE 8, 2023 | 8:30 a.m.**

BILLINGS CHAMBER OF COMMERCE BOARDROOM | 815 SOUTH 27TH STREET

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

**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.

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- I. Call to Order – G. Maragos 8:30
 - II. Public Comment – G. Maragos
 - a) Comments offered regarding items not included on the agenda (3-minute limit/person)
 - b) Thank you for your service and leadership to the TBID BOD, Toby O’ Rourke
 - III. Introductions – R. Spence/A. Eggart/G. Maragos
 - a) Board and Staff Introductions for Guests
 - b) Ron Spence: Michael Carle, General Manager, DoubleTree Hotel by Hilton
 - c) Aly Eggart: Danielle Brower, Visit Billings Social Media Intern
 - IV. Partner Updates 8:40
 - a) Billings Chamber of Commerce Monthly Update: Toby O’Rourke, Chamber BOD Liaison
 - b) MetraPark Advisory Board Update: J. Studiner, MPAB Member
 - i. User Group Ticketing and Fee Concerns: Follow- up from recent meetings
 - V. Approval of May 2023 Board Meeting Minutes – G. Maragos (Pg. 2) ACTION
 - VI. Approval of May 2023 Financial & Variance Reports – A. Tyson (Pgs. 3-4) ACTION
 - VII. Old Business 8:50
 - a) FY23 Leisure Marketing Update – A. Eggart
 - i. Post Winter Campaign KPIs
 - ii. Visit Billings Publicity Insights
 - b) Visitor Facilitation/Experience – L. Ashmore
 - i. Certified Tourism Ambassador (CTA) Launch
 - ii. Digital Pass Insights
 - c) Sports Tourism Information – E. Decker
 - i. NW American Legion Bid News
 - ii. SportsETA, Leads, STS Training
 - d) Multi-Generational Sports Facility Update – J. Brewer
 - e) BIL – Small Community Air Service Grant Update – S. Wahrlich/J. Brewer
 - VIII. New Business 9:30
 - a) FY24 Executive Committee ACTION
 - IX. Board Comments – G. Maragos 9:35
 - X. Adjournment – G. Maragos 9:40
 - XI. Warm Season Event Grant Cycle Presentations – L. Ashmore 9:45 – 10:30
 - a) Grant Presentations Agenda will be shared separately by L. Ashmore

BILLINGS TBID BOARD OF DIRECTORS
MEETING MINUTES
MAY 11, 2023

Board Members Present: George Maragos, Ron Spence, Jeff Schoenhard, Shelli Mann, Jordan Clayton, Joe Studiner, Steve Wahrlich (via phone)

Board Members Absent: Toby O' Rourke (ex-officio)

Staff Present: Alex Tyson, Megan Stevenson, Kyra Cousins, Daniel Brooks

Others Present: Jase Muri, Billings Hotel & Convention Center; Kathleen Armstrong, Short-Term Rental Property Owner; Kelly Coughlin, CEO with Snow Valley Chamber of Commerce

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

Public Comment: Ron provided an update on the USS Billings ship and there will be exciting news released for the Yellowstone International Air Show. Kelly shared that the SnoValley Chamber has not had a Tourism District and is in Billings eager to learn more. Alex updated the Board that Luke and Aly were attending the U.S. Travel Association NTTW celebration with the Montana Chamber's Convergence in Emigrant, MT elevating tourism in the state. She and George would be attending following the Board meeting and Evan was attending SportsETA in Kansas City, MO.

Partner Updates:

Billings Chamber of Commerce: Daniel informed the TBID Board that the Advocacy Division will be hosting a Basic Crime Prevention Through Environmental Design (CPTED) course later this month.

MetraPark Advisory Board: Joe and Alex led a conversation about MetraPark meetings and provided insight surrounding ticket fees concern from identified user groups.

Approval of Board Minutes:

Request for a motion to approve the April meeting minutes.

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

Approval of Financial & Variance Reports:

Request for a motion to approve the financial and variance reports. MOTION: Joe motioned to approve; George seconded. Motion carried.

Old Business:

Multi-Generational Sports Facility Update: Alex informed the TBID Board that the latest round of conversations with City leadership showed concerns that the Multi-Generational Sports Facility may not be on the ballot in 2023 but that further discussions were taking place.

BIL – Small Community Air Service Grant Follow-Up: Steve provided an update on the Small Community Air Service Grant, potential to still add new additions to flight services.

2023 Legislative Session Insights: Dan presented insights on the 2023 Legislative Session and the Chamber priorities moving forward; housing, workforce issues, public safety, and defense (to provide local distribution of lodging tax revenue, and generally revise tax increment finance laws).

Destination Capitol Hill 2023: Alex attended Destination Capitol Hill in Washington D.C. where she and three other Montana representatives discussed the importance of the U.S. Travel Association with federal officials.

Governor's Conference on Tourism & Recreation: Shelli provided an update for the Governor's Conference.

New Business:

FY2024 TBID Executive Committee Discussion: George led a discussion involving the upcoming voting for a new Executive Committee line up.

DEI Programs: Alex shared information for the upcoming Billings Chamber DEI Roundtable discussion.

Board Comments: Shelli informed the board that Boothill Inn has since dropped Expedia. Alex stated that the Trailhead Treats Pass is officially live, provided new Eastern Montana guides, and shared a preview of the CTA guidebook.

Adjournment: Shelli motioned to adjourn; George seconded.

Meeting adjourned at 10:15am. *Submitted by K. Cousins*

**BILLINGS TBID BOARD OF DIRECTORS
FINANCIAL STATEMENT VARIANCE REPORT
AS OF MAY 31, 2023**

Revenue over expenses is over budget \$24,960. *

Revenue is \$21,508 under budget:

- Assessment income is under budget \$38,456. *As of June 2nd, the property with an outstanding assessment amount had paid; funds should be received the last week in June and will be reflected on the next financial reports.*
- Interest/Misc income is over budget \$16,948.

Expenses are \$46,468 under budget:

- Staff Expenses are \$32,002 under budget due to savings from the open position.
- Administrative Expenses are \$462 under budget. Savings on equipment, meetings, and telephone help offset the increase in computers, postage, and professional training.
- Marketing Expenses are \$14,003 under budget from the following:
 - Advertising is under budget \$8,909 from timing of marketing projects.
 - Film Recruitment is under budget \$1,000.
 - Opportunity is under budget \$898.
 - Printed Materials is at budget.
 - Publicity is under budget \$2,139.
 - Tradeshow and Visitor Information Center are slightly under budget.
 - Website is at budget.

**Please note that \$47,296 from additional assessment revenue and budget savings from July-December has been transferred to Board Reserves per Board action in January 2023.*

**Tourism Business Improvement District
Profit & Loss
Budget vs. Actual
May 2023**

	CURRENT MONTH		YEAR TO DATE			LAST YEAR	PREVIOUS YEAR
	Actual	Budget	May 2023 Actual	May 2023 Budget	2022-23 Annual Budget	May 2022 Actual	May 2021 Actual
Income							
4001100 · TBID Assessments	-	-	1,761,544	1,800,000	1,800,000	1,248,063	1,436,307
4001500 · Miscellaneous Income	3,433	-	16,948	-	-	563	1,712
Carryover used for budget	-	-	257,527	257,527	257,527	575,893	468,483
Total Income	3,433	0	2,036,019	2,057,527	2,057,527	1,824,519	1,906,502
Expense							
5001000 · Staff Expenses							
5007000 · Wages	22,561	32,000	267,891	287,000	322,000	274,927	236,086
5007100 · FICA Expense	1,728	1,900	18,648	21,100	24,000	19,022	16,528
5007200 · Unemployment Expense	192	200	2,044	2,800	3,000	2,030	1,760
5007400 · Health & Accident Expense	3,249	6,900	37,689	46,600	54,000	25,858	29,488
5007500 · Retirement Expense	1,559	1,500	18,148	18,500	20,000	16,852	19,575
5007700 · Workers Compensation Expense	115	150	1,178	1,600	2,000	1,154	1,063
5007800 · Staff Employment Expense	-	-	-	-	-	-	-
Total 5001000 · Staff Expenses	29,403	42,650	345,598	377,600	425,000	339,843	304,500
5009000 · Administrative Expenses							
5009200 · Computers	840	705.00	12,303	11,945	22,500	13,301	13,202
5009300 · Equipment & Repair Expense	120	165	1,689	1,815	3,000	2,193	767
5009500 · Liability Insurance	-	-	2,554	2,500	2,500	2,378	2,378
5009600 · Meeting Expenses	861	580	8,607	9,220	10,020	7,001	5,278
5009650 · TBID Communications	-	-	2,097	2,200	4,200	1,979	2,348
5009700 · Office Supplies	-	100	748	1,100	2,700	2,519	1,514
5009750 · Postage	196	-	3,617	2,500	2,500	2,460	1,267
5009800 · Professional Training	5,007	5,215	11,880	11,565	18,700	8,268	2,258
5009850 · Legal and Accounting	500	625	14,083	14,700	15,000	11,800	12,401
5009900 · Telephone/Wireless Equipment	318	620	6,334	6,830	7,450	5,194	4,544
Total 5009000 · Administrative Expenses	7,841	8,010	63,913	64,375	88,570	57,093	45,957
5150000 · Marketing Expenses							
5151000 · Advertising	23,249	26,900	538,591	547,500	894,500	512,833	403,117
5151500 · Film Recruitment	-	1,000	-	1,000	1,000	-	-
5152000 · Opportunity	6,996	7,300	130,659	131,557	210,137	30,150	6,505
5152500 · Printed Materials	9,065	8,400	22,130	22,300	64,000	20,653	41,382
5153000 · Publicity	12,880	13,800	65,261	67,400	83,700	46,354	37,337
5154000 · Sales Expenses	7,800	8,500	133,042	133,550	147,500	124,457	69,193
5155000 · Tradeshows/Conventions	6,145	6,400	50,330	50,800	58,100	34,589	23,787
5156000 · Visitor Information Center	1,812	1,500	3,772	3,800	29,000	3,876	3,600
5156500 · Web Site	2,704	1,635	44,203	44,085	56,020	29,479	30,365
Total 5150000 · Marketing Expenses	70,651	75,435	987,989	1,001,992	1,543,957	802,390	615,287
Total Expense	107,896	126,095	1,397,499	1,443,967	2,057,527	1,199,326	965,744
Total Net Income	(104,463)	(126,095)	638,520	613,560	-	625,193	940,758

Cash	Current Month	Last Month	Last Year
Unrestricted	637,988	743,864	765,935
Unearned Revenue	33,872	23,122	94,240
Contract Reserves	-	-	-
Rec Center	38,250	50,000	-
Air Service Commitment	375,000	375,000	-
BOD Restricted	354,672	354,672	671,519
Total Cash	1,439,781	1,546,658	1,531,694