



**BILLINGS TOURISM BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS | REGULAR MEETING AGENDA***

APRIL 13, 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.*

- I. Call to Order – G. Maragos 8:30
- II. Public Comment
 - a) Comments offered regarding items not included on the agenda (3-minute limit/person)
- III. Partner Updates 8:33
 - a) Billings Chamber of Commerce Update: Toby O’Rourke, Chamber BOD Liaison
 - b) MetraPark Advisory Board Update: J. Studiner, MPAB Member
 - i. User Group Ticketing and Fee Concerns
- IV. Approval of April 2023 Board Meeting Minutes – G. Maragos (Pg. 2) ACTION
- V. Approval of April 2023 Financial & Variance Reports – M. Stevenson (Pgs. 3-4) ACTION
- VI. Old Business 8:50
 - a) Multi-Generational Sports Facility Update – A. Tyson
 - b) BIL – Small Community Air Service Grant Update – S. Wahrlich
 - c) 2023 Legislative Session Insights – D. Brooks
 - d) Destination Capitol Hill 2023 – A. Tyson
 - e) Governor’s Conference on Tourism & Recreation – S. Mann
- VII. New Business 9:30
 - a) Montana TBIDs Meeting Follow-Up – S. Mann/A. Tyson
 - b) FY24 BTBID Executive Committee Discussion – G. Maragos
 - c) D.E.I. Programs – A. Tyson
- VIII. Board Comments – G. Maragos 9:45
- IX. Adjournment – G. Maragos 10:00

BILLINGS TBID BOARD OF DIRECTORS
MEETING MINUTES
APRIL 13, 2023

Board Members Present: George Maragos, Ron Spence, Jeff Schoenhard, Shelli Mann, Jordan Clayton

Board Members Absent: Steve Wahrlich, Joe Studiner

Staff Present: Alex Tyson, Aly Eggart, Evan Decker, Luke Ashmore, Megan Stevenson

Others Present: Jase Muri, Billings Hotel & Convention Center; Kathleen Armstrong, Short-Term Rental Property Owner; Kendra Shaw, Billings City Council

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

Public Comment: Ron shared an update on the USS Billings and support that University of Montana is extending to the ship and crew in partnership. Alex shared recent print advertisements and highlighted Shelli's ongoing work with the Boothill Inn's training to better host autistic travelers and families.

Approval of Board Minutes:

Request for a motion to approve the March meeting minutes.

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

Approval of Financial & Variance Reports:

Request for a motion to approve the financial and variance reports.

MOTION: Jeff motioned to approve; Jordan seconded. Motion carried.

Old Business:

Multi-Generational Sports Facility Update: Kendra provided an update on the sports facility and provided insight surrounding current discussions about the project from the city council's perspective. This conversation included further detail about Billings' park's upcoming needs and a larger discussion about recreation opportunities in the city.

BIL – Small Community Air Service Grant Follow-Up: Alex provided an update on the Small Community Air Service Grant, potential new additions to flight servicing, and the airport's strategy with current updates and additions.

FY23 Leisure Marketing Update/Warm Season Kick-Off: Aly presented the new campaign concept for Visit Billings' upcoming warm season marketing efforts, which included its overall strategy, messaging, and sample creative.

FY23 Visitor Experience Update: Luke presented an update on visitor-focused programs and updates regarding Visit Billings' brews and treats passes.

FY23 Sports Tourism Update: Evan provided information about upcoming sports events and his upcoming recruitment work at sports-specific meetings and tradeshow.

FY23 M/C Insights: Alex discussed current work to support meetings and conventions and provided information and marketing materials to highlight Visit Billings' current meeting recruitment efforts.

Current MT Legislative Bill Watch: Alex opened discussion surrounding the current legislative session and which bills needed the most organizational focus with their potential impacts to the travel and tourism industry.

New Business:

Special Olympics 2024-2025: Shelli kicked off conversation on the upcoming Special Olympics State Games and plans for our community's events. Evan presented venue and facility information for the games Billings' events.

Adjournment: Shelli motioned to adjourn; Jordan seconded.

Meeting adjourned at 10:30am.

Submitted by L. Ashmore

**BILLINGS TBID BOARD OF DIRECTORS
FINANCIAL STATEMENT VARIANCE REPORT
AS OF APRIL 30, 2023**

Revenue over expenses is over budget \$3,328. *

Revenue is \$24,941 under budget.

- Assessment income is under budget \$38,456. At the time of this report, one (1) property is still reported as outstanding in the amount of \$31,454.
- Interest/Misc income is over budget \$13,515.

Expenses are \$28,269 under budget.

- Staff Expenses are \$18,755 under budget due to savings from the open position.
- Administrative Expenses are \$294 under budget. Savings in equipment, meetings, and telephone help offset the increase in postage and professional training.
- Marketing Expenses are \$9,220 under budget from the following:
 - Advertising is under budget \$5,258 from timing of marketing projects.
 - Opportunity is under budget \$594.
 - Printed Materials is under budget \$1,043.
 - Publicity is under budget \$1,219.
 - Tradeshows and Visitor Information Center are slightly under budget.
 - Website is under budget \$951 due to timing of when work is performed and necessary.

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

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

	CURRENT MONTH		YEAR TO DATE			LAST YEAR	PREVIOUS YEAR
	Actual	Budget	Apr 2023	Apr 2023	2022-23 Annual Budget	Apr 2022	Apr 2021
			Actual	Budget		Actual	Actual
Income							
4001100 - TBID Assessments	-	-	1,761,544	1,800,000	1,800,000	1,248,063	1,436,307
4001500 - Miscellaneous Income	2,957	-	13,515	-	-	550	1,701
Carryover used for budget	-	-	257,527	257,527	257,527	575,893	468,483
Total Income	2,957	0	2,032,586	2,057,527	2,057,527	1,824,505	1,906,491
Expense							
5001000 - Staff Expenses							
5007000 - Wages	22,379	26,000	245,331	255,000	322,000	248,230	217,561
5007100 - FICA Expense	1,675	1,900	16,921	19,200	24,000	17,492	15,143
5007200 - Unemployment Expense	272	400	1,852	2,600	3,000	1,876	1,604
5007400 - Health & Accident Expense	3,281	4,900	34,440	39,700	54,000	23,363	27,025
5007500 - Retirement Expense	1,761	1,750	16,590	17,000	20,000	15,226	18,034
5007700 - Workers Compensation Expense	116	150	1,063	1,450	2,000	1,063	972
5007800 - Staff Employment Expense	-	-	-	-	-	-	-
Total 5001000 - Staff Expenses	29,484	35,100	316,195	334,950	425,000	307,250	280,339
5009000 - Administrative Expenses							
5009200 - Computers	838	705	11,463	11,240	22,500	12,512	12,599
5009300 - Equipment & Repair Expense	137	165	1,569	1,650	3,000	2,099	720
5009500 - Liability Insurance	-	-	2,554	2,500	2,500	2,378	2,378
5009600 - Meeting Expenses	1,041	1,200	7,746	8,640	10,020	6,342	4,960
5009650 - TBID Communications	-	-	2,097	2,200	4,200	1,979	2,348
5009700 - Office Supplies	159	100	748	1,000	2,700	2,519	1,514
5009750 - Postage	229	-	3,421	2,500	2,500	2,324	1,198
5009800 - Professional Training	798	815	6,873	6,350	18,700	8,268	953
5009850 - Legal and Accounting	-	-	13,583	14,075	15,000	11,800	12,401
5009900 - Telephone/Wireless Equipment	665	610	6,017	6,210	7,450	4,591	4,159
Total 5009000 - Administrative Expenses	3,867	3,595	56,071	56,365	88,570	54,812	43,229
5150000 - Marketing Expenses							
5151000 - Advertising	48,158	47,000	515,342	520,600	894,500	443,528	350,025
5151500 - Film Recruitment	-	-	-	-	1,000	-	-
5152000 - Opportunity	2,274	2,500	123,663	124,257	210,137	30,150	6,505
5152500 - Printed Materials	1,066	3,000	12,857	13,900	64,000	18,469	36,407
5153000 - Publicity	5,625	6,500	52,381	53,600	83,700	31,501	26,889
5154000 - Sales Expenses	15,908	15,500	125,450	125,050	147,500	120,759	55,281
5155000 - Tradeshow/Conventions	834	800	44,185	44,400	58,100	30,741	10,907
5156000 - Visitor Information Center	355	500	1,960	2,300	29,000	424	3,600
5156500 - Web Site	1,342	1,835	41,499	42,450	56,020	28,395	27,247
Total 5150000 - Marketing Expenses	75,561	77,635	917,337	926,557	1,543,957	703,966	516,861
Total Expense	108,911	116,330	1,289,603	1,317,872	2,057,527	1,066,028	840,429
Total Net Income	(105,954)	(116,330)	742,983	739,655	-	758,477	1,066,061

Cash	Current Month	Last Month	Last Year
Unrestricted	743,864	849,774	924,444
Unearned Revenue	23,122	-	75,942
Contract Reserves	-	-	-
Rec Center	50,000	50,000	-
Air Service Commitment	375,000	375,000	-
BOD Restricted	354,672	354,672	671,519
Total Cash	1,546,658	1,629,445	1,671,905