



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

**BILLINGS TOURISM BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS | MEETING AGENDA
OCTOBER 13, 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:
 - a) Comments offered regarding items not included on the agenda (3-minute limit/person)
- III. Partner Updates 8:35
 - a) Billings Chamber of Commerce Update: Toby O’Rourke, Chamber BOD Liaison
Guest: Jennifer Reiser, COO, Billings Chamber of Commerce
 - b) MetraPark Advisory Board Update: J. Studiner, MPAB Member
- IV. Approval of September 2022 Board Meeting Minutes – G. Maragos (Pg. 2) ACTION
- V. Approval of September 2022 Financial & Variance Reports – M. Stevenson (Pgs.3-4) ACTION
- VI. New Business 8:50
 - a) SBURA/SportsPlex Proposed Purchase for Ice Facility/LOS – A. Tyson/G. Maragos ACTION
 - i. Dick Zier, SBURA Board of Directors, Chairman (In-Person)
 - ii. Andy Zoeller, City of Billings, Finance Director (Received Comments)
 - b) Montana Travel Association/FY23 Support – A. Tyson ACTION
 - c) Voices of Montana Tourism/FY23 Support – S. Wahrlich ACTION
 - d) Sports Tourism Position and Marketing Information – A. Tyson
- VII. Old Business 9:35
 - a) TBID Funds, Resolutions, and M.C.A. Follow-Up - S. Wahrlich
 - b) 2022 Statewide TBID Meeting Agenda & MLHA/VOMT Legislative Luncheon/Billings – All
 - c) Visit Billings Strategic Plan Update – A. Tyson
- VIII. Board Comments – G. Maragos 9:55
 - a) Monthly/Weekly STR Reports
- IX. Adjournment – G. Maragos 10:00



**BILLINGS TBID BOARD OF DIRECTORS
MEETING MINUTES
SEPTEMBER 8, 2022**

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

Staff Present: Alex Tyson, Aly Eggart, Megan Stevenson, John Brewer, Luke Ashmore

Others Present: Stefan Cattarin, Erck Hotels

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

Partner Update:

MetraPark: Joe provided an update on the last MetraPark Advisory Board meeting.

SBURA: Ron provided an update on sports facility planning and insight on the SBURA SportsPlex purchase for community ice use.

Approval of Board Minutes:

Request for a motion to approve the June meeting minutes.

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

Approval of Financial & Variance Reports:

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

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

New Business:

TBID Funds, Resolutions, and M.C.A.: Steve opened discussion on TBID funds, specifically noting concerns over the Gallatin Valley TBID's commitment to a Bozeman warming/homeless shelter. A conversation regarding the importance of the TBID's Montana Code Annotated (M.C.A.) and State Law understanding versus interpretation took place. The Billings TBID Board views the appropriate use of funding as marketing and sale of the destination only.

MOTION: Ron motioned to set aside up to \$10,000 dollars from the Board's contract reserves to account for costs related to garnering a legal opinion for TBID funding clarity from the State's Attorney General and for sourcing any legal opinions when and if necessary; Shelli seconded. Motion carried.

Old Business:

Holiday Nights Follow-Up: Shelli opened discussion on partnership options with Holiday Nights noting that she was happy to recuse herself as a ZooMontana Board member. The Board talked about this event's potential impact and positivity for the Billings community and local winter season tourism promotion.

MOTION: Shelli motioned to commit to a \$15,000 dollar sponsorship (\$7,500 dollars from grant funds, and \$7,500 dollars from reserves); Steve seconded. Motion carried.

Visit Billings Grants Discussion: Luke opened discussion on the Visit Billings Grant Program's current mission and ability to serve the tourism partners. He provided great ideas and takeaways for utilizing grant funds to further grow and support events at the destination.

Board Comments: Shelli shared information about the upcoming MLHA conference that is being hosted in Billings this October at Northern Hotel. Visit Billings is a sponsor of the welcome reception and the Montana Statewide TBID Meeting.

Adjournment: Steve motioned to adjourn; Shelli seconded.

Meeting adjourned at 10:05am.

Submitted by L. Ashmore/A. Tyson

