



BILLINGS TOURISM BUSINESS IMPROVEMENT DISTRICT

BOARD OF DIRECTORS | REGULAR MEETING AGENDA*

OCTOBER 12, 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 – G. Maragos
 - a) Comments offered regarding items not included on the agenda (3-minute limit/person)
- III. BTBID Partner Updates 8:33
 - a) Billings Chamber of Commerce Monthly Update: Nick Steen, Chamber BOD Liaison
 - b) MetraPark Advisory Board Update: J. Studiner, MPAB Member
- IV. Approval of September 2023 Board Meeting Minutes – G. Maragos (Pgs. 2-3) ACTION
- V. Approval of September 2023 Financial & Variance Reports – M. Stevenson (Pgs 3-4) ACTION
 - a) Update: MGRC Fund Support Summary – J. Brewer/M. Stevenson
 - b) FY23 Audit Update – M. Stevenson
- VI. Old Business 8:45
 - a) BIL Update – J. Roach
 - b) Small Community Air Service Development Program (SCASDP) Grant Award – J. Roach
 - c) Carrier Visits – A. Eggart/J. Roach/J. Brewer
 - d) Multi-Generational Sports Facility Update 9:15
 - i. Play It Forward Campaign Update – A. Eggart/E. Decker/J. Brewer
 - ii. Timeline Review & Update – A. Tyson
 - iii. Draft BTBID & COB MOU – Executive Committee/S. Wahrlich/J. Hunnes- ACTION
- VII. New Business 9:50
 - a) TBID Legal Written Opinion – A. Tyson/J. Hunnes
- VIII. Board Comments – G. Maragos 10:00
- IX. Adjournment – G. Maragos..... 10:15

**BILLINGS TBID BOARD OF DIRECTORS
MEETING MINUTES
SEPTEMBER 2023**

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

Board Members Absent: George Maragos

Ex-Officio Absent: Nick Steen

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

Others Present: Brian Brown; First Interstate Bank & Play it Forward Campaign, Jeff Hunnes; BTBID Attorney, Jeremy Vannatta; Marsh McLennan Agency & Billings Chamber Board Chair, Kathleen Armstrong, Short-Term Rental Owner; Ginny Hart, Quality Inn Hotel

Call to Order: J. Schoenhard (FY24 Vice Chair) called meeting to order at 8:30 a.m.

Public Comment: No public comments were made.

Old Business:

Certified Tourism Ambassador (CTA) Program Update: Luke Ashmore shared an update in the upcoming CTA programs for the end of September, October, and November with a CTA event coming up in October for those who have become certified at the newly renovated Art House Cinema & Pub. Luke will also be offering private events for employees in the hospitality industry to become certified. His goal for the 23-24FY is to have 250 Certified Tourism Ambassadors in the Billings community.

BTBID Board of Directors- Member Re-Appointment Update: Alex Tyson informed the board that both Jordan Clayton and Shelli Mann have re-submitted applications for their board terms. She noted others did not apply for the seats and it was anticipated that Jordan and Shelli would each be re-appointed to new terms at an upcoming City Council Meeting by the Mayor and City Council.

Multi-Generational Sports Facility Update:

Play It Forward Campaign Presentation: Brian Brown, Co-Chair of the PIF campaign shared a presentation with the BTBID. This campaign is moving towards a more vibrant Billings including updates to parks, seven trails, and the Multi-Generational Sports Facility. Brian noted that with the investments to be made if the bond passes 11/7, improvements will reduce depression, improve mental and physical health, and increase public safety by deterring crime in the community. Brian noted that the Billings community would be positively impacted by this \$143 million bond that will be presented on the voting ballots being sent out on October 18th, with election day on November 7th, 2023.

Timeline Review & Update: Alex Tyson informed the board that she would like to review the MOU presented by the Executive Committee and Steve Wahrlich along with Jeff Hunnes. The board members worked through the document and made a few suggested adjustments for Mr. Hunnes to make before he sends it to City Attorney Gina Dahl on the BTBID Board's behalf. The BTBID Board is looking to have a final MOU draft approved at the October 2023 BTBID meeting in time to offer the official agreement to the City of Billings ahead of the November 7th election.

Assessment Options/Timing of Increase Adjustment: Alex Tyson shared that the BTBID would not be able to increase the BTBID assessment until July 1, 2024, in accordance with the City of Billings' fiscal year.

MOTION: Steve Wahrlich would like to modify the date of the assessment increase by \$2 dollars to July 1, 2024. Joe Studiner seconded. Motion carried.

Stakeholder Notification Meeting: Alex Tyson and Shelli Mann provided a brief update on a Stakeholders Notification Meetings and conversations with stakeholders regarding the MGRC commitment and BTBID assessment increase.

Draft BTBID & COB MOU – BTBID Executive Committee:

Steve Wahrlich encouraged the BTBID to approve MOU changes as specified with Jeff Hunnes taking the document to the next step.

MOTION: Ron Spence motioned for approval. Joe Studiner seconded. Motion carried.

Legal Fees/Expenses: Alex Tyson noted that legal fees need to be paid from the Board Restricted Reserves account instead of the Sales & Marketing budget. Action can be taken at future meetings to do so.

Approval of Board Minutes:

Request for a motion to approve the August 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: S. Wahrlich motioned to approve; J. Studiner seconded. Motion carried.

Partner Updates:

Welcome Kyra Cousins to the Visit Billings Team:

Kyra Cousins was welcomed by the BTBID to the Visit Billings team and shared a little about herself.

Welcome Jeremy Vannatta:

Jeremy Vannatta was welcomed by the BTBID and introduced himself from Marsh McLennan Agency (formerly PayneWest Insurance) as the 2023-2024 Chamber Board Chair. Jeremy also extended his appreciation to the BTBID for their commitment to the MGRC, air service, and all that the BTBID has done for the Billings Chamber as well as the Billings community.

Billings Chamber of Commerce:

John Brewer provided an update on behalf of the Billings Chamber of Commerce. John also shared that the current city council candidates will be having a Candidate Forum on October 10th from 5-7 p.m. at the Alberta Bair Theater. This event is open to the public to gain knowledge and hear from each candidate running. Ballots will be sent out in the mail in November.

MetraPark Advisory Board: J. Studiner informed the BTBID that there was no update from the MetraPark Advisory Board due to not having a meeting in August.

Adjournment: Ron Spence motioned to adjourn; Joe Studiner seconded.

Meeting adjourned at 10:15am.

Submitted by K. Cousins

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

Revenue over expenses is \$5,981 over budget.

Revenue is \$11,388 over budget from interest income.

Expenses are \$5,407 over budget:

- Staff Expenses are \$3,350 under budget.
- Administrative Expenses are \$10,444 over budget from legal fees for the TBID assessment review. Per Board comments, action will be taken at an upcoming meeting to assign/transfer Board Restricted Reserves to fund the unbudgeted legal expenses upon completion of legal work regarding an assessment increase and the memorandum of understanding between the City of Billings and the BTBID.
- Marketing Expenses are under budget \$1,687.

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

	CURRENT MONTH		YEAR TO DATE			LAST YEAR	PREVIOUS YEAR
	Actual	Budget	September 2023 Actual	September 2023 Budget	2023-24 Annual Budget	September 2022 Actual	September 2021 Actual
Income							
4001100 · TBID Assessments	-	-	872,806	872,272	1,725,000	922,119	718,478
4001500 · Miscellaneous Income	3,335	-	10,854	-	-	3,122	35
Carryover used for budget	-	-	259,174	259,174	259,174	257,527	575,893
Total Income	3,335	0	1,142,834	1,131,446	1,984,174	1,182,768	1,294,406
Expense							
5001000 · Staff Expenses							
5007000 · Wages	48,726	50,000	121,855	124,300	383,094	73,916	80,059
5007100 · FICA Expense	3,755	4,000	7,753	8,000	27,800	4,497	5,316
5007200 · Unemployment Expense	115	100	339	300	2,900	211	315
5007400 · Health & Accident Expense	3,288	3,300	9,767	10,100	40,200	7,483	6,758
5007500 · Retirement Expense	2,655	3,100	6,372	6,650	25,000	5,128	4,999
5007700 · Workers Compensation Expense	134	150	364	450	1,800	274	299
5007800 · Staff Employment Expense	-	-	-	-	-	-	-
Total 5001000 · Staff Expenses	58,674	60,650	146,450	149,800	480,794	91,508	97,746
5009000 · Administrative Expenses							
5009200 · Computers	2,273	1,965	3,802	3,595	19,680	3,398	4,304
5009300 · Equipment & Repair Expense	173	165	489	495	3,000	281	151
5009500 · Liability Insurance	-	-	2,054	2,200	2,700	2,054	1,878
5009600 · Meeting Expenses	1,292	1,200	2,337	2,300	10,650	1,700	1,788
5009650 · TBID Communications	-	-	170	200	14,200	308	389
5009700 · Office Supplies	155	100	340	300	2,700	268	1,954
5009750 · Postage	107	400	895	1,200	5,000	2,403	248
5009800 · Professional Training	1,001	1,050	2,235	2,250	16,300	2,247	4,690
5009850 · Legal and Accounting	4,116	625	13,709	2,625	15,000	500	500
5009900 · Telephone/Wireless Equipment	563	640	1,497	1,920	7,650	1,296	1,301
Total 5009000 · Administrative Expenses	9,679	6,145	27,529	17,085	96,880	14,454	17,203
5150000 · Marketing Expenses							
5151000 · Advertising	93,642	92,325	236,016	236,750	796,000	100,132	91,114
5151500 · Film Recruitment	-	-	-	-	1,000	-	-
5152000 · Opportunity	11,477	12,400	15,692	16,600	128,000	82,378	2,925
5152500 · Printed Materials	1,134	1,100	2,362	2,400	93,000	5,037	-
5153000 · Publicity	6,573	6,500	26,792	26,850	104,700	16,182	10,974
5154000 · Sales Expenses	10,600	10,600	20,600	21,100	175,000	4,794	7,591
5155000 · Tradeshows/Conventions	2,794	2,100	22,234	21,600	48,300	20,989	1,875
5156000 · Visitor Information Center	-	-	3,600	4,000	9,500	173.00	-
5156500 · Web Site	4,660	4,315	6,997	6,680	51,000	9,609	7,495
Total 5150000 · Marketing Expenses	130,879	129,340	334,293	335,980	1,406,500	239,294	121,973
Total Expense	199,232	196,135	508,272	502,865	1,984,174	345,256	236,922
Total Net Income	(195,898)	(196,135)	634,562	628,581	-	837,511	1,057,483

Cash	Current Month	Last Month	Last Year
Unrestricted	638,814	833,212	828,790
Unearned Revenue	-	-	7,770
Contract Reserves	-	-	950
Rec Center	13,555	29,921	-
Air Service Commitme	375,000	375,000	-
BOD Restricted	345,422	345,422	732,376
Total Cash	1,372,790	1,583,554	1,569,886