



**BILLINGS TOURISM BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS | REGULAR MEETING AGENDA*
SEPTEMBER 14, 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 – J. Schoenhard 8:30
 - II. Public Comment – J. Schoenhard
 - a) Comments offered regarding items not included on the agenda (3-minute limit/person)
 - III. BTBID Partner Updates 8:33
 - a) Welcome Kyra Cousins to the Visit Billings Team
 - b) Welcome Jeremy Vannatta of Marsh & McLennan Agency as FY24 Chamber Board Chair
 - c) Billings Chamber of Commerce Monthly Update: Nick Steen, Chamber BOD Liaison
 - d) MetraPark Advisory Board Update: J. Studiner, MPAB Member
 - IV. Approval of July 2023 Board Meeting Minutes – J. Schoenhard/A. Tyson (Pg. 2-4) ACTION
 - V. Approval of July 2023 Financial & Variance Reports – M. Stevenson (Pgs. 5,6) ACTION
 - VI. Old Business 9:00
 - a) Certified Tourism Ambassador (CTA) Program Update – L. Ashmore
 - b) BTBID Board of Directors: Member Re-Appointment Update – A. Tyson
 - c) Multi-Generational Sports Facility Update - All
 - i. Play It Forward Campaign Presentation – B. Brown/J. Seedhouse/A. Eggart/J. Brewer
 - ii. Timeline Review & Update – A. Tyson
 - iii. Assessment Options/Timing of Increase Adjustment – A. Tyson/J. Hunnes... ACTION
 - iv. Stakeholder Notification Meetings – A. Tyson
 - v. Draft BTBID & COB MOU – BTBID Executive Committee/S. Wahrlich..... ACTION
 - vi. Legal Fees/Expenses – A. Tyson ACTION
 - VII. Board Comments – J. Schoenhard 10:25
 - VIII. Adjournment – J. Schoenhard 10:30

BILLINGS TBID BOARD OF DIRECTORS
MEETING MINUTES
JULY 13, 2023

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

Ex-Officio Present: Nick Steen

Staff Present: Alex Tyson, Megan Stevenson, Evan Decker, John Brewer, Luke Ashmore

Others Present: Jeff Hunnes, Felt Martin; Jase Muri, Billings Hotel & Convention Center; Kathleen Armstrong, Short-Term Rental Property Owner; Dax Schieffer, Voices of Montana Tourism (via phone)

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

Public Comment: Joe thanked Steve for his recent comments made at City Council.

New Business:

FY24 Voices of Montana Tourism Support: Steve provided a recap of Voices of Montana Tourism’s work throughout the previous fiscal year and provided comments of support for their ongoing initiatives.

MOTION: Steve motioned to continue supporting Voices of Montana Tourism by committing \$12,000.00 to their upcoming FY24 tourism education efforts; Ron seconded. Motion carried.

FY24 Montana Travel Association Support: Dax shared information on the Montana Travel Association’s work in the previous fiscal year and provided details on how MTTA goals and means of supporting the travel and tourism industry differ from Voices. He shared advocacy work that was executed during the legislative session.

MOTION: Shelli motioned to support the Montana Travel Association at \$5,000.00; Steve seconded. Motion carried.

Old Business:

Multi-Generational Recreation Center Update:

- i. **Current City Council Action & Chamber Activity:** John provided an update on City Council action to date and provided a look at how the BTBID’s committed funds had been used to secure work and partnerships with strategic and marketing firms.
- ii. **BTBID Support of MGRC: Legal Review:** Jeff Hunnes provided his opinion on BTBID funds potentially being used for marketing, promotion, sales, administration, visitor attraction, and operations and how that relates to assisting the proposed Multi-Generational Recreation Center (MGRC) and its success. He believes the organization is legally authorized to financially support the MGRC, including its operations, in order to fulfill the BTBID’s mission to market Billings, support stakeholders and grow visitation to the destination. Such a facility would aid in fostering tourism per Montana Code. Mr. Hunnes also stated that the BTBID’s and the City’s support of the funding assistance is important to confirm that it is consistent with the BTBID’s purposes. He stressed that this process is dependent on several contingencies, including the voters approving the issuance of bonds, an assessment increase, an acceptable management structure, terms for providing funding, continued BTBID and City of Billings support, and completion of an acceptable MOU.
- iii. **Assessment Options/Timing of Increase:** Alex provided future assessment increase options, how these options could impact organizational budgets and structures including expanding current leisure and sports marketing and sales strategies to grow visitation to Billings, while better diversifying destination marketing with stronger investments in various market segments like group tour and meeting recruitment industries. She also shared a timeline on when any assessment

increase would be fully realized as revenue for the organization which would be no earlier than FY26.

- iv. Duration/Period of Support: Steve spoke to a potential duration for the period of BTBID support for the MGRC, sharing his opinion that a ten-year commitment could work well.
- v. Terms of Support/Agreement/MOU: Discussion took place regarding the MOU between the BTBID and the City of Billings for funding promotional, marketing, administrative, and operational expenses to help defray anticipated operating shortfalls of the MGRC. Several board members referred to how the MOU would need to outline the importance of, and BTBID's expectation for, the MGRC to be managed by a proven, experienced management company with a resume of success in managing such a facility to be revenue-driven and not only having BTBID funds to assist with any operations deficit. Such a point would need to be made in an MOU. Steve agreed with comments and discussion and shared his opinion that BTBID's commitment of organizational funds to assist with any operations deficit of the MGRC should also require the organization has a voice in any RFP process for management of the proposed project to protect interest of any BTBID financial commitment. Mr. Hunnes advised that, based on discussions with the City, the BTBID Board should for now determine the amount and duration of any funding support in order to provide that information to the City, with the understanding that any final funding commitment would be conditional, and subject to negotiation and execution of the MOU. He noted that there are many conditions and details to be worked out with the City in the MOU
- vi. Next Steps: MOU drafting to be handled by the BTBID board's executive committee with Mr. Hunnes and Alex to work on conditions and the City of Billings partnership.

MOTION: Steve motioned to approve BTBID funding of the MGRC for operational losses for up to ten years, subject to the terms of the MOU; Shelli seconded. Motion carried.

MOTION: Steve motioned to support operational losses for ten years, with a monetary commitment not to exceed \$800,000.00 annually, subject to the terms of the MOU; Jeff seconded. Motion carried.

MOTION: Steve motioned to increase the BTBID's assessment fee by \$1.50 on January 1st, 2024, dependent on the parks and recreation bond passing. If the bond does not pass, the assessment increase would instead be \$1.00 and go into effect on the same date; Jeff seconded. Tied vote. Motion failed to carry.

MOTION: Shelli motioned to increase the BTBID assessment by \$2.00 on January 1st, 2024, regardless of the bond's success; Joe seconded. 4-3 vote (George, Ron, Shelli, and Joe in support). Motion carried.

Approval of Board Minutes:

Request for a motion to approve the June meeting minutes.

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

Approval of Financial & Variance Reports:

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

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

CTA Stakeholder Reminder: Luke provided a reminder of upcoming CTA course dates and invited board members to include their staff in upcoming certification training.

Partner Updates:

Billings Chamber of Commerce: John and Nick provided an update with details on their current work for the multi-generational recreation center bond campaign, updated Chamber board leadership, an upcoming civic pride campaign, and details on the Chamber's upcoming city council candidate questionnaire.

MetraPark: Joe provided an update via his role on the MetraPark Advisory Board, with a specific mention of the organization's new management.

Adjournment: Ron motioned to adjourn; Shelli seconded.

Meeting adjourned at 11:00am.

Submitted by L. Ashmore

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

August's revenue over expenses is \$4,244 over budget.

Revenue is \$8,053 over budget from interest income.

Expenses are \$3,8809 under budget.

- Staff Expenses are \$1,373 under budget.
- Administrative Expenses are \$6,909 over budget from legal fees for the TBID assessments review. Staff will be requesting to use Board Reserves to help cover unbudgeted legal fees/expenses.
- Marketing Expenses are under budget \$1,726.

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

	CURRENT MONTH		YEAR TO DATE			LAST YEAR	PREVIOUS YEAR
	Actual	Budget	August 2023	August 2023	2023-24 Annual Budget	August 2022	August 2021
			Actual	Budget		Actual	
Income							
4001100 · TBID Assessments	15,084	14,550	872,806	872,272	1,725,000	922,119	718,478
4001500 · Miscellaneous Income	3,729	-	7,519	-	-	1,765	23
Carryover used for budget	-	-	259,174	259,174	259,174	257,527	575,893
Total Income	18,813	14,550	1,139,499	1,131,446	1,984,174	1,181,411	1,294,394
Expense							
5001000 · Staff Expenses							
5007000 · Wages	25,629	26,000	73,129	74,300	383,094	41,004	46,734
5007100 · FICA Expense	1,931	2,000	3,997	4,000	27,800	1,984	2,794
5007200 · Unemployment Expense	106	100	224	200	2,900	55	222
5007400 · Health & Accident Expense	3,247	3,300	6,479	6,800	40,200	4,989	4,170
5007500 · Retirement Expense	1,583	1,500	3,717	3,550	25,000	3,097	2,534
5007700 · Workers Compensation Expense	115	150	230	300	1,800	183	183
5007800 · Staff Employment Expense	-	-	-	-	-	-	-
Total 5001000 · Staff Expenses	32,611	33,050	87,777	89,150	480,794	51,311	56,636
5009000 · Administrative Expenses							
5009200 · Computers	809	815	1,529	1,630	19,680	1,459	1,129
5009300 · Equipment & Repair Expense	220	165	315	330	3,000	186	98
5009500 · Liability Insurance	-	-	2,054	2,200	2,700	0	1,878
5009600 · Meeting Expenses	651	700	1,046	1,100	10,650	638	944
5009650 · TBID Communications	170	200	170	200	14,200	308	320
5009700 · Office Supplies	-	100	185	200	2,700	237	1,954
5009750 · Postage	96	100	788	800	5,000	2,161	224
5009800 · Professional Training	950	900	1,234	1,200	16,300	-	3,284
5009850 · Legal and Accounting	7,144	-	9,594	2,000	15,000	-	500
5009900 · Telephone/Wireless Equipment	567	640	935	1,280	7,650	795	695
Total 5009000 · Administrative Expenses	10,607	3,620	17,849	10,940	96,880	5,782	11,025
5150000 · Marketing Expenses							
5151000 · Advertising	133,354	133,925	143,874	144,425	796,000	53,650	61,171
5151500 · Film Recruitment	-	-	-	-	1,000	-	-
5152000 · Opportunity	3,078	3,000	4,215	4,200	128,000	64,878	2,925
5152500 · Printed Materials	-	-	1,229	1,300	93,000	773	-
5153000 · Publicity	3,219	3,350	20,219	20,350	104,700	11,051	6,438
5154000 · Sales Expenses	7,000	7,000	10,000	10,500	175,000	2,071	3,556
5155000 · Tradeshows/Conventions	1,360	1,400	19,440	19,500	48,300	2,409	632
5156000 · Visitor Information Center	-	-	3,600	4,000	9,500	-	-
5156500 · Web Site	2,337	2,365	2,337	2,365	51,000	5,410	3,572
Total 5150000 · Marketing Expenses	150,348	151,040	204,913	206,640	1,406,500	140,241	78,293
Total Expense	193,566	187,710	310,539	306,730	1,984,174	197,334	145,955
Total Net Income	(174,753)	(173,160)	828,960	824,716	-	984,077	1,148,440

Cash	Current Month	Last Month	Last Year
Unrestricted	833,212	950,630	979,197
Unearned Revenue	-	-	7,770
Contract Reserves	-	-	950
Rec Center	29,921	29,921	-
Air Service Commitme	375,000	375,000	-
BOD Restricted	345,422	345,422	739,876
Total Cash	1,583,554	1,700,973	1,727,793