



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

TOURISM BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING
September 19th, 2019
CHAMBER BOARD ROOM – 8:30 AM

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 – J. Studiner, Chairman.....8:30
II. Public Comment – Comments offered regarding items not included on the agenda
(Comments limited to three (3) minutes per speaker.
III. Welcome to our guest:
Mr. Brian Brown, Market President, First Interstate Bank
Chairman, Billings Chamber of Commerce Board of Directors
IV. Approval of August Board Meeting Minutes – J. Studiner, – Pages 2-3.....ACTION
V. Approval of August Financial & Variance Reports – M. Stevenson/A. Tyson– Pages 4-5.....ACTION
VI. New Business.....8:40-9:25
a. Welcome BCF Agency – A. Tyson
i. Presentation, plus Q & A: Keith Ireland, CEO and Chief Creative Officer
b. South Billings Urban Renewal District Introductions – J. Studiner
i. Guests: Mr. Steve Zeier and Mr. Jim Tevlin
VII. Old Business.....9:25-10:15
a. Travel Blog Exchange Follow-Up and Discussion – All Visit Billings Staff and Board Members
b. Sports Tourism in Billings – J. Studiner/A. Tyson.....ACTION
c. FY20 Meeting and Convention Recruitment Update – S. Cattarin
VIII. Partner Update.....10:15-10:25
a. Chamber of Commerce – Doug Miles, Chamber Board/TBID/Visit SEMT Board Liaison
b. YCLA Update
IX. Board Comments.....10:25-10:30
X. Adjournment – J. StudinerACTION

Next Meeting: October, 10th 2019



Managed by the Billings Chamber

BOARD OF DIRECTORS MINUTES – August 8th, 2019

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

Board Members Absent:

Ex-Officio Member Present: Doug Miles

Staff Present: Alex Tyson, Alyssa Voeltz, Luke Ashmore, Alyson Murnion, Marya Pennington, Megan Stevenson, Stefan Cattarin

Others Present: Amy Baurheart with Residence Inn; Becky Meidinger with TownePlace Suites; Shinead Field with Kelly Inn; Joyce Bratland with Best Western Plus Kelly Inn;

Call to Order

Joe called the meeting to order at 8:30 a.m. as Vice Chair in Chairman Studiner's absence.

Public Comment

Approval of Board Minutes

Request for a motion to approve the July Minutes.

MOTION: Steve motioned to approve minutes; George seconded; Motion carried

Approval of Financial & Variance Reports

Request for a motion to approve the July Financial and Variance Reports.

MOTION: Shelli motioned to approve the financial reports; Brian seconded; Motion carried

Old Business

Request for Information Follow-Up – Alex updated the Board on the email correspondence for the requested 2017-2019 detailed financials. Megan noted that all reports were delivered via email to Mr. Matt Brosovich, per his request within 24 hours.

A Board discussion began regarding staff and employee privacy concerns when such a request is made. The Board took action that when such a request is being fulfilled that the collective staff salary amount is made available instead of detailed staff information in order to protect the privacy of employees.

MOTION: Steve motioned to approve; Brian seconded; Motion carried

Marine Corp League Convention Update – Stefan discussed registration numbers and room pick up for the convention with room nights totaling 2,000. Alyssa gave an overview of all servicing and business engagement that took place to help welcome and facilitate attendees.

Travel Blog Exchange: Countdown to TBEX – Staff updated the Board on the progress with TBEX planning. Stefan discussed registration number, airfare costs, and thanked Erck Properties for their transportation assistance. Luke updated the Board on the design efforts taking place for parties, welcome posters, all facilitation signage. Aly gave a complete overview on PreBex tours, influencers coming to Billings ahead of TBEX, and all transportation needs. Alex reported on parties, events, and TBEX sponsorships.

Taste Our Place Program Tour – Alex informed the Board of the Taste Our Place Program that will tour Billings. Similar to the Made in Montana program, but for food. She talked about the incredible support we are receiving from MOTBD.

Air Service Update – John updated the Board on the September 23rd ground breaking for the Airport remodel. He also discussed future plans to meet with the airlines.

New Business

Leisure Marketing Update: Summer Campaign and YTD FY20 Report – Aly presented a complete leisure marketing update. She discussed current and future campaigns, target markets, and what's next. She also informed the Board that BCF would be on the ground in September for more shoots and the Board meeting.

Sports Tourism in Billings – Alex gave an overview of sports tourism in Billings. She discussed who Visit Billings supports, partnered events, and facilitation services including hospitality assistance for sports events. Alex also presented



recommendations based on resources, staff capacity, and the Victus study. Action will be taken at the September Board meeting.

NAIA Opening Round Bid Information – Alex discussed the bid process for the NAIA Opening Round. She informed the Board of Rocky Mountain College’s decision to not pursue bidding for an opening round. The decision comes from not having the man power to due to MHSB State Basketball commitments.

Partner Updates

Chamber of Commerce – Doug invited the Board to attend the Coffee with a council member and to the Chamber Annual Meeting on Tuesday, September 24th.

YCLA Update- Becky updated the board on the YCLA training that is taking place on August 20th for conflict resolution and aggressive listening.

Board Comments

USS Billings News – Ron updated the Board on the USS Billings commissioning. He thanked Visit Billings and the Board for their support.

September Board Meeting Date – Due to TBEX execution, Alex asked the Board to move the Board Meeting to September 19th.

Request for motion to change the Board Meeting date to September, 19th 2019.

MOTION: George motioned to approve; Shelli seconded; Motion carried

Ron made a motion to adjourn the meeting; George seconded. Meeting adjourned at 10:30.

Submitted by Alyssa Voeltz

FINANCIAL STATEMENT VARIANCE REPORT

TBID Board of Directors As of August 31, 2019

Revenue over expenses is \$10,974 over budget.

Revenue is \$1,534 over budget from assessments and interest income.

Expenses are \$9,440 under budget.

- Staff Expenses are \$8,087 under budget from staffing changes.
- Administrative Expenses are \$974 under budget.
- Marketing Expenses are \$379 under budget.

**Tourism Business Improvement District
Profit & Loss
Budget vs. Actual
August 2019**

	CURRENT MONTH		YEAR TO DATE		2019-20 Annual Budget	LAST YEAR Aug 2018 Actual
	Actual	Budget	Aug 2019 Actual	Aug 2019 Budget		
Income						
4001100 · TBID Assessments	8,179	-	981,228	981,039	1,840,000	911,416
4001500 · Miscellaneous Income	754	-	1,345	-	-	450
Carryover from 2018-2019	-	-	-	-	24,000	-
Total Income	8,933	0	982,573	981,039	1,864,000	911,866
Expense						
5001000 · Staff Expenses						
5007000 · Wages	25,016	28,800	60,456	67,600	371,500	55,806
5007100 · FICA Expense	1,825	2,250	3,703	4,500	28,000	3,405
5007200 · Unemployment Expense	169	415	338	830	4,400	334
5007400 · Health & Accident Expense	4,383	3,553	7,978	7,107	37,600	5,979
5007500 · Retirement Expense	1,660	1,915	3,577	4,087	26,025	3,463
5007700 · Workers Compensation Expense	153	160	305	320	1,700	280
5007800 · Staff Employment Expense	-	-	-	-	-	-
Total 5001000 · Staff Expenses	33,205	37,093	76,357	84,444	469,225	69,266
5009000 · Administrative Expenses						
5009200 · Computers	483	385	847	770	11,820	476
5009300 · Equipment & Repair Expense	194	208	417	416	4,000	541
5009500 · Liability Insurance	-	-	1,843	1,850	2,400	1,843
5009600 · Meeting Expenses	528	628	976	1,261	10,200	1,022
5009650 · TBID Communications	-	-	92	100	3,000	81
5009700 · Office Supplies	84	83	1,370	1,366	2,200	876
5009750 · Postage	142	417	399	834	7,000	1,533
5009800 · Professional Training	1,317	1,400	1,317	1,400	16,650	2,305
5009850 · Legal and Accounting	-	-	-	-	16,200	4,238
5009900 · Telephone/Wireless Equipment	557	556	875	1,112	6,668	924
Total 5009000 · Administrative Expenses	3,306	3,677	8,135	9,109	80,138	13,837
5150000 · Marketing Expenses						
5151000 · Advertising	7,994	8,075	70,263	70,375	642,000	159,301
5151500 · Film Recruitment	-	-	-	-	1,000	-
5152000 · Opportunity	13,751	13,800	13,751	13,800	116,500	2,729
5152500 · Printed Materials	-	-	-	-	74,500	200
5153000 · Publicity	324	320	12,540	12,540	145,750	14,572
5154000 · Sales Expenses	4,000	4,000	4,000	4,000	202,500	19,159
5155000 · Tradeshows/Conventions	2,624	2,625	34,424	34,485	87,390	22,301
5156000 · Visitor Information Center	2,763	2,800	3,032	3,060	14,800	143.73
5156500 · Web Site	1,463	1,500	3,546	3,675	30,197	2,739
Total 5150000 · Marketing Expenses	32,919	33,120	141,556	141,935	1,314,637	221,146
Total Expense	69,430	73,890	226,048	235,488	1,864,000	304,248
	(60,497)	(73,890)	756,525	745,551	-	607,617

Cash	Current Month	Last Month	Last Year
Unrestricted	785,220	841,021	607,617
NAIA Tournament	5,019	1,194	3,461
TBEX	116,527	111,900	-
Unearned Revenue	-	-	-
Contract Reserves	30,008	34,847	18,750
BOD Restricted	294,019	294,019	212,913
Total Cash	1,230,792	1,282,980	842,741





**VISIT BILLINGS PACE REPORT
JULY 1, 2019 - JUNE 30, 2020**

BOOKINGS

Citywide and Meeting & Convention Bookings

	Q1	Q2	Q3	Q4	TY TD	Economic Impact	FY Goal	% to Goal
Group Bookings	3				3		28	11%
Room Nights	124				124		7,900	2%
Pending	4				4		N/A	N/A

Citywide Sports and Sports Bookings

	Q1	Q2	Q3	Q4	TY TD	Economic Impact	FY19
Sport Bookings							20
Room Nights							21,895

FACILITATION

Billings Trail Guides

	Q1	Q2	Q3	Q4	TY TD	FY Goal	% to Goal
Group	3				3	20	15%
Attendees	38				38	200	19%

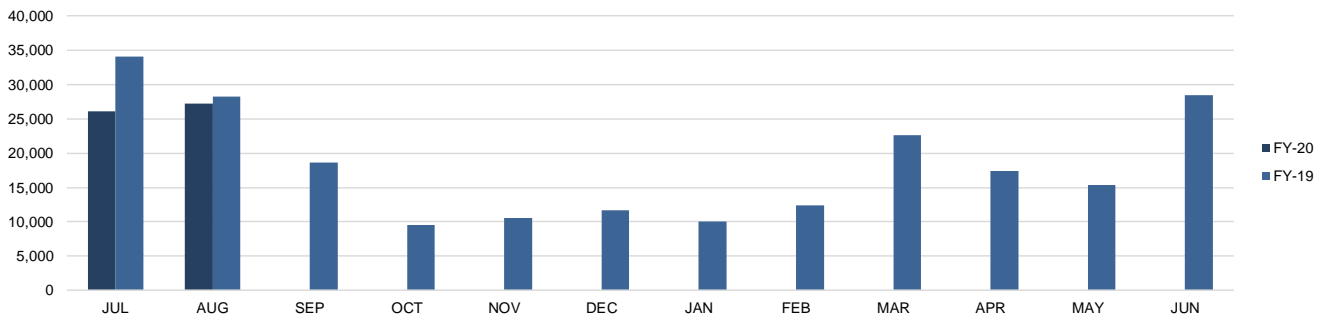
Servicing and Facilitation

	Q1	Q2	Q3	Q4	TY TD	FY19
Group Servicing	12				12	30
Sports Servicing						8
Visitor Packets	2,660				2,660	13,654

WEBSITE TRAFFIC

FY20	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Annual
Goal	25,000	30,000	25,000	15,000	12,000	12,000	11,000	14,000	25,000	18,000	18,000	30,000	235,000
Actual	26,077	27,242											53,319
FY19	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Annual
Actual	34,107	28,261	18,597	9,545	10,542	11,632	10,076	12,342	22,663	17,454	15,365	28,443	219,027

VisitBillings.com Visits



PUBLICITY

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Annual	FY19
Mentions	179	130											309	2,446
Reach	153,600	28,500											182,100	1,073,803
Value	47,500	23,500											\$71,000	\$782,700



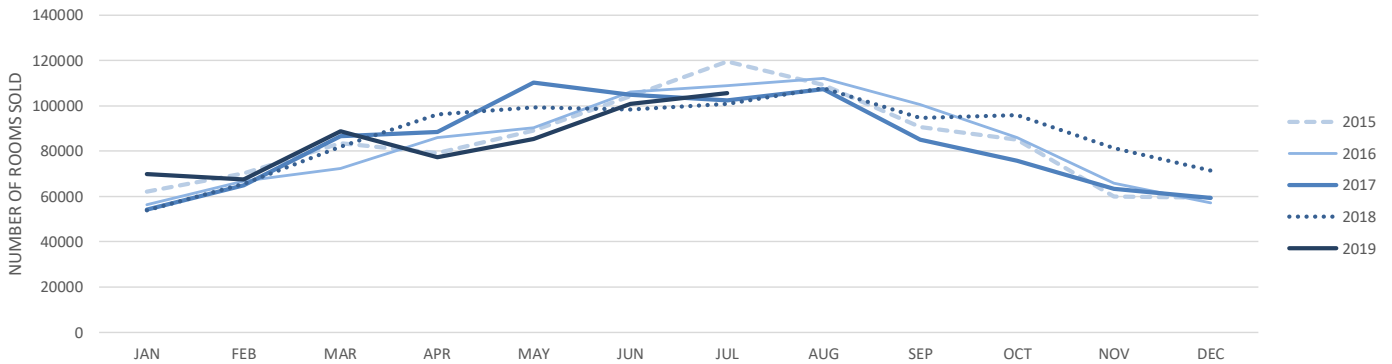
AVIATION PASSENGERS

	Q1	Q2	Q3	Q4	TY TD
Total Deplanements	93,795	0	0	0	93,795
Total Enplanements	93,626	0	0	0	93,626

ROOM DEMAND- REPORTED ON CALENDAR YEAR

Percent Change													
2019	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Avg.
Goal	0	0	0	0	0	0	0	0	0	0	0	0	3%
Actual	29.3	2.6	8.4	-19.6	-14.4	2.4							1.5
Number of Rooms Sold													
2019	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
Rooms Sold	68,148	66,086	88,918	77,282	85,243	101,016	105,528						592,221
2018	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
Rooms Sold	53,917	65,500	81,848	96,164	99,422	98,464	101,004	106,832	93,726	95,046	80,555	71,286	1,043,764

BILLINGS ROOM ROOM DEMAND 2015-PRESENT



OCCUPANCY REPORT

YTD OCCUPANCY			CURRENT MONTH OCCUPANCY		
LOCATION	2019	2018	July		
LOCATION	2019	2018	2019	2018	
Billings, MT	59.6%	59.8%	72.2%	69.3%	
Montana	58.6%	57.9%	79.5%	77.5%	
United States	67.1%	67.0%	73.8%	73.4%	
Bozeman, MT	75.9%	71.4%	90.6%	90.9%	
Missoula, MT	61.7%	63.9%	87.8%	85.7%	
Rapid City, SD	55.0%	54.5%	83.2%	84.0%	
Sioux Falls, SD	64.8%	61.7%	78.8%	74.7%	
Bismarck, ND	71.3%	72.3%	69.9%	61.6%	
Boise, ID	71.3%	72.3%	82.7%	79.2%	
Madison, WI	62.7%	64.2%	70.0%	74.2%	
Helena, MT	62.9%	59.6%	74.9%	73.6%	
Great Falls, MT	56.6%	58.1%	72.3%	74.2%	

Current Month Occupancy

