



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

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

December 9, 2021 | 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, Chairman 8:30
- II. Public Comment – Comments offered regarding items not included on the agenda (three min./person)
- III. Partner Update 8:35
 - a) Chamber of Commerce Update – T. O’Rourke, KOA – Chamber of Commerce Board Liaison
 - b) Other Board Comments or Committee Updates as Needed
- IV. Approval of November Meeting Minutes – G. Maragos (Pg. 2-3) ACTION
- V. Approval of November Financial & Variance Reports – M. Stevenson (Pgs. 4-5) ACTION
 - a) Independent Auditor’s Report, Financial Report, and Form 990 – M. Stevenson ACTION
 - i. Brian Van Steeland, CPA, Audit Manager – Summers McNea (documents emailed to BOD)
- VI. New Business 8:50-9:10
 - a) Montana Travel Association – S. Wahrlich/G. Maragos/Dax Schieffer ACTION
 - b) Voices of Montana Tourism FY22 – S. Wahrlich/Dax Schieffer ACTION
- VII. Old Business 9:10-9:40
 - a) Visit Billings Strategic Plan Finalization – A. Tyson
 - b) Certified Autism Destination Update – A. Tyson/E. Pinnow
 - c) BIL – Installations – A. Tyson/L. Ashmore
 - d) FY22 Leisure Marketing Insights – A. Eggart
- VIII. Adjournment – G. Maragos 9:40
- IX. Visit Billings Grant Interviews – L. Ashmore



TBID BOARD OF DIRECTORS MINUTES – November 11, 2021

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

Board members absent:

Ex-officio member present:

Ex-officio member absent: Toby O'Rourke

Staff Present: Aly Eggart, Luke Ashmore, Alex Tyson, Emily Pinnow, Megan Stevenson, John Brewer, Kelsi Gamble

Others present: Sean Lynch, Pub Station; Jordan Clayton, TownePlace Inn & Suites; Becky Meidinger, TownePlace Inn & Suites

Call to order:

George called the meeting to order at 8:32 AM.

Public comments: None

Partner update(s):

John Brewer provided an update on recent Chamber updates including: the Billings Chamber of Commerce receiving a 5-star accreditation from U.S Chamber of Commerce, Billings City Council elections, the public safety mill levy passage, and William Henry's April 2022 DEII training conference. There will be a DEII hospitality training program with William Henry as well.

Approval of board minutes:

Request for a Motion to approve the October meeting minutes.

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

Approval of financial and variance reports:

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

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

New business:

Pub Station Pavilion Project News

Sean Lynch gave an overview of the new outdoor pavilion in downtown Billings involving details on construction, design, timeline, and the impact of visitor growth.

- i. Ron raised questions about parking availability (shuttles from downtown) and noise restrictions.

Visit Billings and Visit Southeast Montana Market Takeover

Aly offered an overview of Visit Billings' partnership with Visit Southeast Montana for a Minneapolis market takeover. Plans include a press event as well as city branding and installations which will be placed in March 2022 running for about six weeks. This is a Billings CVB funded project.

Billings Trail Guide Update

Luke explained the Trail Guide program videos are live. He presented the videos to the Chamber's Ag Committee recently. The videos were also shared on social media.

Visit Billings Strategic Plan

Alex presented a new strategic plan proposal in partnership with Sunshine & Bourbon. The planning process which offers an in-depth road map for the organization and destination, would begin in February with deliverables made available to stakeholders and the community in August. This plan would offer strategies heading into 2027. Further discussion focused on the financials of proposal.

- i. Ron introduced the issue of a possible lack of stakeholder involvement for the process into the discussion.

MOTION: Lori motioned to expend up to 30% of board reserves towards the strategic plan. Steve revised to not exceed \$160,000. Joe 2nd. Motion carried.



Autism Certified Destination

Alex presented information on becoming a Certified Autism Destination or CAD. Discussion on what that process would look like and identifying which businesses to get involved initially took place. Follow up is set for the December 2021 meeting.

Old business:

Board Matrix Follow-up

Board and staff continued to identify a need for community representation regarding some destination development projects. MetraPark's vision, master plan, and Oak View Group information were discussed following presentations from the August meeting of the TBID Board. A need or desire for representation on the MetraPark Advisory Board (Joe volunteered), Landon's Legacy Foundation (Ron volunteered), Billings Cultural Partners representation (Lori volunteered), and TrailNet representation (Luke volunteered) were considered. There is currently good representation from the TBID Board or Visit Billings staff on SBURA, Billings Depot, ZooMontana, DBA, Billings Heights Business Association, Moss Mansion, BIL, and other boards, commissions, or community projects.

Monthly COVID-19 Board member Roundtable discussion

Business has stabilized. Discussion about what other cities and counties in the U.S. are requesting proof of vaccinations took place. For example, King County, Washington is now requiring vaccination proof to get into restaurants. New York has a phone app to show proof of vaccination. Canadian border open for individuals with proof of vaccination. Staffing continues to be an issue.

Board comments:

Monthly STR report discussion: Recent STR data was reviewed and discussed by the board.

Adjournment: Shelli motioned to adjourn; George seconded.

Meeting adjourned at 10:16 AM.

Submitted by E. Pinnow/A. Tyson



TBID BOARD OF DIRECTORS
Financial Statement
Variance Report
As of November 30, 2021

Revenue over expenses is \$31,543 over budget.

Revenue is \$1,914 over budget from assessment income.

Expenses are \$29,630 under budget.

- Staff Expenses are \$21,531 under budget due to savings from new or TBD staff position(s).
- Administrative Expenses are \$2,899 under budget from computers, equipment, meetings, postage, and telephone expenses.
- Marketing Expenses are under budget \$5,200 from the following:
 - Advertising is under budget \$861.
 - Publicity is under budget \$439.
 - Tradeshows is under budget \$3,559 from savings for the ACGI show which cost less due to the number of tour operators attending the event in 2021.



**Tourism Business Improvement District
Profit & Loss
Budget vs. Actual
November 2021**

	CURRENT MONTH		YEAR TO DATE			LAST YEAR	PREVIOUS YEAR
	Actual	Budget	November 2021 Actual	November 2021 Budget	2021-22 Annual Budget	November 2020 Actual	November 2019 Actual
Income							
4001100 · TBID Assessments	-	-	733,416	731,560	1,224,107	992,731	981,228
4001500 · Miscellaneous Income	12	-	58	-	-	151,218	2,806
Carryover used for budget	-	-	575,893	575,893	575,893	468,483	-
Total Income	12	0	1,309,367	1,307,453	1,800,000	1,612,432	984,034
Expense							
5001000 · Staff Expenses							
5007000 · Wages	23,882	29,700	127,680	137,700	358,200	111,862	151,232
5007100 · FICA Expense	1,800	2,200	8,905	11,000	27,000	8,408	10,497
5007200 · Unemployment Expense	86	280	515	1,320	3,400	541	570
5007400 · Health & Accident Expense	2,286	4,160	11,302	19,680	51,300	13,382	18,680
5007500 · Retirement Expense	1,625	1,400	8,005	8,100	18,400	8,010	9,870
5007700 · Workers Compensation Expense	116	140	531	670	1,700	522	738
5007800 · Staff Employment Expense	-	-	-	-	-	-	-
Total 5001000 · Staff Expenses	29,796	37,880	156,939	178,470	460,000	142,725	191,586
5009000 · Administrative Expenses							
5009200 · Computers	1,198	1,185	6,141	6,675	19,950	6,161	3,567
5009300 · Equipment & Repair Expense	657	765	1,465	1,925	3,500	481	809
5009500 · Liability Insurance	500	550	2,378	2,400	2,400	2,378	2,375
5009600 · Meeting Expenses	419	635	2,844	3,370	10,420	2,056	4,031
5009650 · TBID Communications	-	-	389	450	3,250	1,546	1,952
5009700 · Office Supplies	18	40	2,058	2,085	2,400	1,349	1,572
5009750 · Postage	1,230	750	1,567	1,750	5,000	869	738
5009800 · Professional Training	845	900	7,363	7,600	14,100	333	5,912
5009850 · Legal and Accounting	-	-	500	550	15,200	951	500
5009900 · Telephone/Wireless Equipment	621	627	2,333	3,131	7,420	1,955	2,331
Total 5009000 · Administrative Expenses	5,487	5,452	27,037	29,936	83,640	18,079	23,787
5150000 · Marketing Expenses							
5151000 · Advertising	61,050	61,660	190,709	191,570	801,670	212,896	306,583
5151500 · Film Recruitment	-	-	-	-	1,000	-	-
5152000 · Opportunity	2,500	2,500	7,437	7,500	80,000	1,076	13,814
5152500 · Printed Materials	-	-	-	-	56,500	7,229	12,144
5153000 · Publicity	408	400	15,611	16,050	59,950	21,832	27,676
5154000 · Sales Expenses	17,453	17,950	28,150	28,400	136,500	9,592	21,156
5155000 · Tradeshow s/Conventions	-	-	2,841	6,400	54,100	10,682	42,121
5156000 · Visitor Information Center	45	50	45	50	25,600	3,600	6,751
5156500 · Web Site	3,994	3,720	13,502	13,525	41,040	14,473	10,230
Total 5150000 · Marketing Expenses	85,450	86,280	258,295	263,495	1,256,360	281,378	440,477
Total Expense	120,734	129,612	442,271	471,901	1,800,000	442,182	655,849
Total Net Income	(120,722)	(129,612)	867,095	835,552	-	1,170,250	328,185

Cash	Current Month	Last Month	Last Year
Unrestricted	868,348	989,070	1,170,887
Unearned Revenue	-	-	-
Contract Reserves	-	-	3,600
BOD Restricted	576,519	576,519	316,519
Total Cash	1,444,867	1,565,589	1,491,006

