



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*
February 11, 2021**

***LOCATION CHANGE: HAMPTON INN – 5110 SOUTHGATE DRIVE – 8:30 a.m.**

*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. Welcome New TBID Board Member with Introductions: Jeff Schoenhard - J. Studiner
- III. Public Comment – Comments offered regarding items not included on the agenda (limit three minutes/person)
- IV. Approval of January Board Meeting Minutes – J. Studiner (Page 2) ACTION
- V. Approval of January Financial & Variance Reports – M. Stevenson/A. Tyson (Pages 3-4) ACTION
- VI. New Business..... 8:45-9:10
 - a) Billings Logan International Airport Expansion Project
 - i. Guest: Kevin Ploehn, Director - Aviation & Transit for City of Billings
- VII. Old Business9:10-10:00
 - a) FY21 Leisure Marketing Update and FY22 Leisure Planning Preparations – A. Murnion
 - b) Trailhead Tuesday Program – L. Ashmore/A. Murnion
 - c) Meeting & Convention Recruitment + Sports Events Update – A. Tyson
 - d) USS Billings: Billings’ Library Wall Update – L. Ashmore/R. Spence
 - e) Monthly COVID-19 Board Member Roundtable Discussion – J. Studiner
 - f) BBER Highlight/Tourism Points – A. Murnion
 - g) Tourism Advisory Council: February Meeting Update – S. Wahrlich/A. Tyson
- VIII. Partner Update10:00-10:15
 - a) Chamber Update – D. Worstell, Chamber of Commerce Board Liaison
 - b) YCLA Update (if available)
- IX. Adjournment – J. Studiner..... ACTION



TBID BOARD OF DIRECTORS MINUTES – January 14th, 2020

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

Board Members Absent:

Ex-Officio Member Present:

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

Staff Absent:

Others Present: Carolyn Sevier – YRPA; Brian Van Steeland – Summers McNea; Bill Dutcher and Tim Goodridge - MetraPark

Call to Order:

Joe called the meeting to order at 8:30am.

Moment of Silence:

Those present took part in a moment of silence in remembrance of Mr. Brian Arneson.

Public Comment:

Steve discussed the City's Project Re:code and how it relates to short-term rentals.

Approval of FY20 Audit Review:

Brian Van Steeland of Summers McNea provided the board with the FY20 audit review.

MOTION: Ron motioned to approve the review & 990; Steve seconded; motion carried.

Approval of Board Minutes:

Request for a motion to approve the November Board Minutes.

MOTION: Steve motioned to approve the minutes; George seconded; motion carried.

Approval of Financial & Variance Reports:

Request for a motion to approve the Financial & Variance Reports for November & December.

MOTION: Ron motioned to approve the reports; George seconded; motion carried.

Alex and Megan reviewed the FY21 budget, collections, and revenue noting the importance of maintaining savings from FY20 to prepare for FY22 while still executing FY21 projects.

New Business:

Board Vacancy – Alex provided an update from the Mayor's office regarding a new board appointment due to board vacancy. The appointment will fulfill the term remaining due to the vacancy. The City Council is expected to approve the Mayor's appointment in late January. There was only one applicant.

Executive Committee Appointment – Joe requested a motion to bring George into the board's second seat (Vice Chair) and Lori into the Treasurer's seat for the TBID executive committee.

MOTION: Ron motioned to approve the request; Shelli seconded; motion carried.

Tribute to Mr. Arneson and Assistance to His Family – Discussion focused on ways to honor Brian's memory.

Dover Park, Billings Bypass, and YRPA Planning – Carolyn Sevier from YRPA presented the board with information relating to Dover Park, updates as they pertain to city/county construction, and general community support via YRPA's work. There was conversation about the visitor area once bridge built.

MetraPark Master Planning Discussion – Bill and Tim from MetraPark provided the board with an update and a look at their new master plan for the location and the latest on demolition to plan for future projects.

Old Business:

RFP for Creative Agency Services Update – Aly presented results of the recent public RFP process: Sunshine & Bourbon will continue to be Visit Billings' agency.

Monthly COVID Roundtable Discussion – The board discussed updates due to the ever-evolving COVID situation.

Partner Update: Dave Worstell was absent. John Brewer offered the Chamber programs update.

Board Comments:

Meeting adjourned at 10:30am.

Submitted by Luke Ashmore

**TBID Board of Directors
Financial Statement Variance Report
As of January 31, 2021**

Revenue over expenses is \$465,843 over budget.

Revenue is currently \$417,179 over budget.

- Assessment income is over budget \$265,937 from conservative estimates for spring 2020 collections as well as past due assessments from last fiscal year (\$24,652) that were paid and are reflected as income this year.
- Miscellaneous Income is over budget \$151,241 from receiving grants through the State of MT CARES Act funds. TBID received the Nonprofit Grant and the Business Adaptability Grant for certain COVID expenditures.

Expenses are \$48,664 under budget.

- Staff Expenses are \$29,931 under budget from staffing changes.
- Administrative Expenses are \$7,400 under budget from equipment expense, meetings, office supplies, postage, legal & accounting (audit), and telephone expenses (savings from change in phone providers).
- Marketing Expenses are \$11,333 under budget from the following:
 - Advertising is at budget.
 - Opportunity is under budget \$1,250.
 - Sales Expense is \$8,446 under budget from savings in sports sales (DII preps & NCAA West Region XC).
 - VIC is under budget \$400 from the Quiq text program for visitor communication.
 - Website is under budget \$906.

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

	CURRENT MONTH		YEAR TO DATE			LAST YEAR
	Actual	Budget	January 2021 Actual	January 2021 Budget	2020-21 Annual Budget	January 2020 Actual
Income						
4001100 · TBID Assessments	582,207	367,900	1,574,937	1,309,000	1,309,000	1,838,723
4001500 · Miscellaneous Income	11	-	151,241	-	-	3,098
Carryover from 2019-2020 used for budget	-	-	60,000	60,000	60,000	-
Carryover from 2019-2020 reserved	-	-	408,483	408,483	408,483	-
Total Income	582,218	367,900	2,194,662	1,777,483	1,777,483	1,841,822
Expense						
5001000 · Staff Expenses						
5007000 · Wages	17,492	21,000	143,398	166,850	271,850	203,969
5007100 · FICA Expense	1,310	2,000	11,139	13,000	22,000	14,492
5007200 · Unemployment Expense	311	500	893	1,700	4,000	1,134
5007400 · Health & Accident Expense	2,309	2,793	17,998	19,632	33,600	25,883
5007500 · Retirement Expense	1,468	1,756	10,765	12,769	23,025	13,606
5007700 · Workers Compensation Expense	90	125	702	875	1,500	1,018
5007800 · Staff Employment Expense	-	-	-	-	-	-
Total 5001000 · Staff Expenses	22,981	28,174	184,895	214,826	355,975	260,102
5009000 · Administrative Expenses						
5009200 · Computers	614	585	8,516	8,395	13,970	5,808
5009300 · Equipment & Repair Expense	49	208	579	1,456	3,000	1,097
5009500 · Liability Insurance	-	-	2,378	2,400	2,400	2,375
5009600 · Meeting Expenses	585	598	2,959	4,341	9,200	6,032
5009650 · TBID Communications	802	900	2,348	2,525	2,725	1,952
5009700 · Office Supplies	-	83	1,349	1,791	2,210	1,581
5009750 · Postage	22	290	897	2,030	5,500	1,654
5009800 · Professional Training	610	650	943	1,000	8,750	10,659
5009850 · Legal and Accounting	9,500	11,050	11,901	13,500	15,000	11,561
5009900 · Telephone/Wireless Equipment	328	634	2,606	4,438	7,604	3,319
Total 5009000 · Administrative Expenses	12,509	14,998	34,476	41,876	70,359	46,037
5150000 · Marketing Expenses						
5151000 · Advertising	39,168	39,000	293,434	293,630	624,616	326,810
5151500 · Film Recruitment	-	-	-	-	-	-
5152000 · Opportunity	-	-	501	1,750	22,500	26,746
5152500 · Printed Materials	-	-	7,229	7,400	48,200	14,822
5153000 · Publicity	2,141	2,150	23,973	23,870	49,000	29,045
5154000 · Sales Expenses	1,063	1,100	13,204	21,650	131,500	41,994
5155000 · Tradeshows/Conventions	150	200	10,832	10,900	27,600	51,239
5156000 · Visitor Information Center	-	-	3,600	4,000	7,300	8,396
5156500 · Web Site	1,788	2,175	18,864	19,770	31,950	17,144
Total 5150000 · Marketing Expenses	44,310	44,625	371,637	382,970	942,666	516,195
Total Expense	79,800	87,797	591,008	639,672	1,369,000	822,334
Total Net Income	502,418	280,103	1,603,654	1,137,811	408,483 *	1,019,488

*The Net Income of \$408,483 is the remaining balance from the FY20 carryover that has not been utilized for the FY21 budget. These dollars will be used to help fund the FY22 budget.

	Cash	Current Month	Last Month	Last Year
Unrestricted		1,604,906	1,102,525	1,045,077
NAIA Tournament		-	-	8,019
TBEX		-	-	-
Unearned Revenue		-	-	-
Contract Reserves		3,600	3,600	17,533
BOD Restricted		316,519	316,519	294,019
Total Cash		1,925,025	1,422,643	1,364,647

