



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
May 12, 2022 | 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 – L. Walker, Vice Chair	8:30
II.	Public Comment – Comments offered regarding items not included on the agenda (three-minute limit/person)	
	a) Boothill Inn & Suites Shoutout for Certified Autism Center Achievement – A. Tyson	
III.	Partner Updates	8:33
	a) Billings Chamber of Commerce Update: Toby O’Rourke, Chamber BOD Liaison	
	b) MetraPark Advisory Board Update: J. Studiner, MPAB Member	
IV.	Approval of April 2022 Board Meeting Minutes – L. Walker (Pg. 2)	ACTION
V.	Approval of April 2022 Financial & Variance Reports – M. Stevenson	ACTION
VI.	Sports Facility Presentation	8:45
	a) SBURA/Billings Sports Facility Update – R. Spence	
	i. Dusty Eaton, A&E Design; Shaun Seedhouse, CORE Member	
VII.	New Business	9:15
	a) Visit Southeast Montana: New Burger Trail Project/Map – B. Maas/C. Solberg	
	b) Visit Billings Personalities: Visitor Facilitation Billboard Project – L. Ashmore	
	c) Billings Lodging Rates – J. Studiner/R. Spence	
VIII.	Old Business	9:35
	a) Warm Season 2022 Grant Cycle Reminder for June Mtg. – L. Ashmore	
	b) FY22 Leisure Marketing Insights – A. Eggart	
	i. Winter Season Campaign Follow-Up	
	c) Bridge Replacement Concerns – A. Tyson	
IX.	Board Comments – L. Walker/All	9:50
X.	Adjournment – L. Walker	10:00



BILLINGS TBID BOARD OF DIRECTORS
MEETING MINUTES
April 14th, 2022

Board Members Present: George Maragos, Joe Studiner, Ron Spence, Lori Walker, Jeff Schoenhard

Board Members Absent: Shelli Mann, Steve Wahrlich

Ex-Officio Present: Toby O'Rourke

Staff Present: Alex Tyson, Aly Eggart, Megan Stevenson, Luke Ashmore

Others Present: Erica Kimble and Monique Harasymczuk, Hilton Garden Inn; Jordan Clayton, TownePlace Suites by Marriott

Call to Order:

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

Public Comments: Joe notified the board and congratulated Stacy Lind of Erck Hotels on her appointment to the Hilton Owner Advisory Council and Homewood Committee.

Partner Update(s):

Billings Chamber: Toby provided an update on recent Chamber events and successes, including the recently hosted Chamber Breakfast.

SBURA Sports Facility: Ron shared an update on the SBURA Sports Facility planning.

Approval of Board Minutes:

Request for a Motion to approve the March meeting minutes.

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

Approval of Financial & Variance Reports:

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

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

New Business:

Billings Brew Trail – The App: Luke presented information on an upcoming digital passport for the Billings Brew Trail, including info on Craft Beer Week and how the application will be incorporated into brew trail plans moving forward. Aly discussed partnering with Bandwango and the overall strategy behind the app.

Visit Billings Warm Season Grant Cycle Info: Luke provided an update on warm season grant cycle info, including the application submission timeframe.

Old Business:

FY22 Leisure Marketing Insights: Aly presented an overview of FY22 leisure marketing insights and performance. This included a review of Visit Billings' collaborative Minneapolis campaign takeover with Visit Southeast Montana and this events' successes.

Certified Autism Center and Certified Autism Destination Updates: Alex provided plans to publicly share the exciting news that Visit Billings received Certified Autism Center designation and how this milestone is another step towards Billings becoming a Certified Autism Destination.

Zartico Insights: Alex shared recent data and insights garnered from Zartico.

Montana Governor's Conference on Tourism and Recreation: Alex provided an update on the upcoming Governor's Conference and Visit Billings' hosting and organizational efforts in preparation for welcoming many industry colleagues to Billings.

Adjournment: Joe motioned to adjourn; Lori seconded.

Meeting adjourned at 10:30am.

Submitted by L. Ashmore

