



**BILLINGS TOURISM BUSINESS IMPROVEMENT DISTRICT**

**BOARD OF DIRECTORS | REGULAR MEETING AGENDA\***

**FEBRUARY 8, 2024 | 8:30 a.m.**

**BILLINGS CHAMBER OF COMMERCE BOARDROOM | 815 SOUTH 27<sup>TH</sup> 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.

- I. Call to Order – G. Maragos..... 8:30
- II. Public Comment – G. Maragos
  - a) Comments offered regarding items not included on the agenda (3-minute limit/person)
- III. BTBID Partner Updates ..... 8:33
  - a) Billings Chamber of Commerce Monthly Update - Nick Steen, Chamber BOD Liaison
  - b) MetraPark Advisory Board Monthly Update- J. Studiner, BTBID Board Liaison
    - All Class State Wrestling Preps – E. Decker/K. Cousins
- IV. Travel Accessibility: Capstone Project Update – Bailey Lord
- V. LA/DEN Travel & Adventure Shows Update – S. Mann, A. Eggart, K. Cousins
- VI. Approval of January 2024 Board Meeting Minutes – G. Maragos (Pgs. 2-3) ..... ACTION
- VII. Approval of January 2024 Financial & Variance Reports – M. Stevenson (Pgs. 4-5) ..... ACTION
- VIII. New Business ..... 8:50
  - a) Jehovah’s Witness Watchtower Contract 2026-2029 – G. Maragos ..... ACTION
    - Guests: Mr. Bill Frates and Mr. Marty Merrifield, Watchtower Representatives
- IX. FY25 Work Plan & Budget – A. Tyson ..... 9:05
  - a) Projected Revenue – M. Stevenson/A. Tyson ..... ACTION
  - b) Current Priorities Revisited – A. Tyson ..... ACTION
    - Visit Billings 2024-2027 - Strategic Plan Discussion FY25 Prioritization - All
    - Discussion/Suggestions:
      1. Visitor Experience Level Up – L. Ashmore
      2. Sports Council Exploration/IMBA – E. Decker
      3. Visit Billings Rebrand – A. Eggart/All
      4. FY25 Leisure Marketing Insights – A. Eggart
      5. Visitor Profile Study Update – A. Tyson
      6. Signature Event/Need Period - All
      7. FY25 Visitor Services Preps – K. Cousins
      8. Group Sales Position – A. Tyson
      9. Tourism Advocacy for Community – A. Tyson
      10. Website Overhaul – All
      11. 2025 NTTW Event/Recognition - All
  - c) Board Retreat Dates – G. Maragos/A. Tyson
- X. Old Business ..... 10:30
  - a) Air Service Update – A. Eggart
- XI. Adjournment – G. Maragos ..... 10:45

# BILLINGS TBID BOARD MEETING MINUTES

## JANUARY 11, 2024

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**Board Members Present:** Jordan Clayton, Shelli Mann, George Maragos, Jeff Schoenhard, Ron Spence, Joe Studiner, Steve Wahrlich

**Board Members Absent:**

**Ex-Officios Present:** Nick Steen

**Staff Present:** Alex Tyson, Megan Stevenson, Kyra Cousin, Luke Ashmore, Evan Decker, Aly Eggart, Megan Stevenson, John Brewer (via phone)

**Others Present:** Lacey Gardner, Boothill Inn & Suites; Jase Muri, Billings Hotel & Convention Center; Monique Harasymczuk, Home2 Suites by Hilton & Hilton Garden Inn; Jessica Ireland, Sunshine & Bourbon; Nilesh Patel, Sunshine & Bourbon

**Call to Order:** George called the meeting to order at 8:30 a.m.

**Public Comment:** Jase Muri with the Billings Hotel and Convention Center told the board about a new expansion plan consisting of a new 16,000 square foot convention center at their location. Billings Hotel and Convention Center is hoping to break ground in April 2024 and are hoping the expansion will be complete in 2025.

### **BTBID Partner Updates:**

**Billings Chamber of Commerce Monthly Update:** Nick Steen provided an update from the Billings Chamber Board of Director's meeting hosted at ZooMontana sponsored by Visit Billings and the Billings Chamber during Holiday Nights. He informed the BTBID Board that Dr. Erwin Garcia, Superintendent of School District #2, had shared vision and planning for SD#2 heading into 2024. Additionally, during the Billings Chamber update, John Brewer informed the BTBID that the next Aspirational City Visit will be to Grand Rapids, Michigan from June 11-14th and encouraged board members to join as they will be learning more about Grand Rapids funding mechanisms and tourism. Alex noted that Aly Eggart and Evan Decker would be representing Visit Billings during the trip.

**MetraPark Advisory Board Monthly Update:** There is no monthly report from December.

### **Approval of Board Minutes:**

Request for a motion to approve the December meeting minutes.

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

### **Approval of Financial & Variance Reports:**

Request for a motion to approve the financial and variance reports. MOTION: Steve motioned to approve; Joe seconded. Motion carried.

### **New Business:**

**Airline Incentive Discussion:** John Brewer discussed continued efforts with fostering air service at BIL and the Chamber's Air Service committee. He noted that the Chamber's Air Service committee would like to develop an incentive fund and/or incentive match program, which would be separate from the SCASD program funds. The funds would be readily available to provide incentives to airlines looking to offer increased service at BIL. John inquired if the BTBID would consider offering funds that could be matched by other businesses in the community dollar-for-dollar that would give community leaders additional incentive opportunities. These funds would not be used all at once, but as needed. The BTBID board members requested a formal presentation in the next two months before action would be considered.

### **Old Business:**

**FY24 Leisure Marketing Insights:**

Aly Eggart shared the 2023 Warm Season Campaign Report with the BTBID Board.

**Adjournment:** Ron Spence motioned to adjourn; Jordan seconded. The meeting adjourned at 9:22am.

*Submitted by K. Cousins*

Jessica Ireland and Nilesh Patel from Sunshine & Bourbon formally presented the 2027 Visit Billings Strategic Plan.

**BILLINGS TBID BOARD OF DIRECTORS**  
**VARIANCE REPORT**  
**JANUARY 31, 2024**

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Revenue over expenses is \$36,738 under budget.

Revenue is \$40,168 under budget:

- Assessment income is under budget \$60,710. At the time of this report, there is still \$44,780 outstanding. One BTBID property has not paid, and two additional properties are currently protesting property taxes which impacts timing of assessments being paid to the BTBID. Staff is working with the County to receive full payment of funds due.
- Interest/Misc. income is over budget \$20,543.

Expenses are \$3,429 under budget:

- Staff Expenses are over budget \$360.
- Administrative Expenses are \$2,951 under budget from timing of meetings, postage, & accounting.
- Marketing Expenses are under budget \$838.
  - Advertising is under budget \$776.
  - Opportunity is under budget \$1,416.
  - Printed Materials is \$1,926 under budget.
  - Publicity is under budget \$318.
  - Sales expenses are under budget \$838.
  - Tradeshows is over budget \$3,673 for the ACGI, ABA, and Small Market Meetings.
  - Website is over budget \$1,152.

**Tourism Business Improvement District  
Profit & Loss  
Budget vs. Actual  
January 2024**

	CURRENT MONTH		YEAR TO DATE			LAST YEAR	PREVIOUS YEAR
	Actual	Budget	January 2024	January 2024	2023-24 Annual Budget	January 2023	January 2022
<b>Income</b>							
4001100 · TBID Assessments	763,104	824,728	1,664,290	1,725,000	1,725,000	1,726,145	1,269,502
4001500 · Miscellaneous Income	2,618	-	20,543	-	-	2,658	80
Carryover used for budget	-	-	259,174	259,174	259,174	257,527	575,893
<b>Total Income</b>	<b>765,722</b>	<b>824,728</b>	<b>1,944,006</b>	<b>1,984,174</b>	<b>1,984,174</b>	<b>1,986,330</b>	<b>1,845,475</b>
<b>Expense</b>							
<b>5001000 · Staff Expenses</b>							
5007000 · Wages	28,501	28,400	241,154	241,500	383,094	176,142	179,386
5007100 · FICA Expense	2,134	2,200	16,817	17,000	27,800	11,820	12,582
5007200 · Unemployment Expense	496	500	1,054	1,400	2,900	992	1,013
5007400 · Health & Accident Expense	3,335	3,310	23,053	23,340	40,200	25,169	16,185
5007500 · Retirement Expense	2,569	2,350	15,993	14,350	25,000	11,503	11,047
5007700 · Workers Compensation Expense	141	150	929	1,050	1,800	714	764
5007800 · Staff Employment Expense	-	-	-	-	-	-	-
<b>Total 5001000 · Staff Expenses</b>	<b>37,177</b>	<b>36,910</b>	<b>299,000</b>	<b>298,640</b>	<b>480,794</b>	<b>226,340</b>	<b>220,977</b>
<b>5009000 · Administrative Expenses</b>							
5009200 · Computers	834	815	9,026	8,305	19,680	7,836	7,842
5009300 · Equipment & Repair Expense	125	165	1,167	1,355	3,000	1,166	1,803
5009500 · Liability Insurance	-	-	2,554	2,700	2,700	2,554	2,378
5009600 · Meeting Expenses	523	600	5,357	5,850	10,650	5,438	3,798
5009650 · TBID Communications	2,603	2,600	2,773	2,800	10,700	2,097	1,811
5009700 · Office Supplies	8	100	1,398	1,100	1,200	345	2,355
5009750 · Postage	838	400	2,061	2,800	5,000	2,979	1,911
5009800 · Professional Training	963	900	6,152	6,200	14,300	4,984	7,363
5009850 · Legal and Accounting	10,000	10,000	11,950	13,750	15,000	13,083	11,300
5009900 · Telephone/Wireless Equipment	533	640	3,952	4,480	7,650	4,361	3,212
<b>Total 5009000 · Administrative Expenses</b>	<b>16,427</b>	<b>16,220</b>	<b>46,389</b>	<b>49,340</b>	<b>89,880</b>	<b>44,842</b>	<b>43,773</b>
<b>5150000 · Marketing Expenses</b>							
5151000 · Advertising	41,378	42,125	399,074	399,850	792,000	370,867	283,426
5151500 · Film Recruitment	-	-	-	-	1,000	-	-
5152000 · Opportunity	3,362	3,700	45,034	46,450	128,000	118,889	24,857
5152500 · Printed Materials	(7,295)	1,200	73,874	75,800	93,000	11,460	1,985
5153000 · Publicity	22	-	28,581	28,900	104,700	38,841	28,666
5154000 · Sales Expenses	1,950	2,000	41,212	42,050	182,500	44,634	38,170
5155000 · Tradeshows/Conventions	2,912	3,000	40,673	37,000	51,800	32,510	5,591
5156000 · Visitor Information Center	-	-	3,610	4,000	9,500	288	364
5156500 · Web Site	5,122	3,265	16,342	15,190	51,000	27,809	16,309
<b>Total 5150000 · Marketing Expenses</b>	<b>47,451</b>	<b>55,290</b>	<b>648,401</b>	<b>649,240</b>	<b>1,413,500</b>	<b>645,298</b>	<b>399,368</b>
<b>Total Expense</b>	<b>101,056</b>	<b>108,420</b>	<b>993,790</b>	<b>997,220</b>	<b>1,984,174</b>	<b>916,480</b>	<b>664,118</b>
<b>Total Net Income</b>	<b>664,666</b>	<b>716,308</b>	<b>950,216</b>	<b>986,954</b>	<b>-</b>	<b>1,069,849</b>	<b>1,181,356</b>

Cash	Current Month	Last Month	Last Year
Unrestricted	843,448	188,230	1,069,763
Unearned Revenue	-	-	-
Contract Reserves	-	-	950
Rec Center	-	-	-
Air Service	475,000	475,000	-
BOD Restricted	325,447	325,447	779,672
<b>Total Cash</b>	<b>1,643,895</b>	<b>988,677</b>	<b>1,850,384</b>