



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

**Board of Directors Meeting
October 13, 2011
Chamber Board Room – 8:30am**

- | | | | |
|------|---|--|--------------|
| I | Call to Order – Steve Wahrlich | | 8:30am |
| II | Public Comment on Items Not on the Agenda
(Comments limited to 3 minutes per speaker) | | |
| III | September 8, 2011 Board Minutes pages 2-3—SW | ACTION | |
| IV | Approval of Financial Report pages 4-5—LG
a. revenue collection chart page 6
b. annual financial review – Matt Schaefer | ACTION
Info/Discuss
ACTION | 8:40-9:00am |
| V | Old Business
a. Watchtower Follow up – SW
b . Air Show – JB
c. METRAPark
i. Big Sky Economic Development meetings – SW
ii. Non-profit rate increases - Sandra Hawke
d. HoopFest - SW
e. Sports Consultant – SW | Info Only
Info Only

Info/Discuss
Info/Discuss
Info/Discuss
Info/Discuss | 9:00-9:230am |
| VI | New Business
a. State Tourism Advisory Council Meeting
February 6-8, 2012 - Billings
b. Monthly Meeting Change – SW | Info Only

ACTION | 9:30-9:40am |
| VII | Marketing/PACE Update pages 7-11 - JK
a. Marketing Update – Kelly
b. BMW Bid Update—JK |

Info Only | 9:40-10:00am |
| VIII | Adjourn | | |

Future Meeting Dates:

November 10, 2011

December 8, 2011

TBID Board of Directors Minutes – September 8, 2011

Board Members Present: Steve Wahrlich, Shelli Mann, Ron Spence, Joyce Bratland, Ginny Hart, Ben Kerns

Board Members Absent: none

Ex-Officio member Present: Chris Ervin

Staff Present: John Brewer, Jennifer Pinnow, Joan Kronebusch, Tom Krause, Linda Gleason

Others Present: none

Call to Order

Steve Wahrlich, Chair of the Board, called the meeting to order at 8:30 am in the Billings Chamber of Commerce/CVB Board Room.

Public Comment

None

Approval of Board Minutes

Request for a motion to approve August 11, 2011 Board Minutes.

MOTION: Joyce motioned to approve the minutes; Ben seconded; Motion carried.

Approval of Financial Report

Linda presented the August financial report. Request for a motion to approve August Financial Report.

MOTION: Shelli motioned to accept the report; Ben seconded; Motion carried.

Old Business

Watchtower Convention Request

The Board discussed the Watchtower Convention request. The Board agrees that this is a viable piece of business but has concerns about METRA increasing rates and using the TBID to infill the fees.

Shelli motioned to meet the funding request for a three year time period (\$3200, \$3400, \$3600), stating that we appreciate the convention's commitment to Billings for the next three years, giving the organizers an opportunity to secure funding to become self-sufficient. Joyce seconded;

Discussion included having a face to face discussion with the organizers to let them know that the Board expects that they will search for alternate sources of funding, and that we would request the visitbillings.com website be added to their convention materials.

Vote – five in favor; one opposed. Motion carried.

Joan will draft a letter for John and Steve to review. Joan will set up a meeting between the organizers, herself, Steve and Joyce.

State Lodging Association Public Relations Effort

Steve stated that a contractor has been hired and that a number of TBIDS across the state have committed financial support at approximately \$10,000 each. Ginny motioned to move forward with funding this effort at \$10,000 each year for the next two years pending approval from YCLA. Ron seconded. Vote – two in favor; four opposed. Motion failed.

Shelli motioned that we fund this effort at \$10,000 each year for the next two years and inform YCLA of the decision. Motion was seconded. Vote – four in favor; two opposed. Motion carried.

The Board would like to invite the contractor to meet with them at a future meeting.

New Business

Spokane Sales Mission

Steve and John traveled to Spokane. They met with two AAA offices. They were told that Billings is a natural stop for anyone traveling east since Billings is an eight hour drive. This presents an opportunity to provide them

additional information regarding hotels and attractions in Billings. Steve and John met with the Spokane CVB to discuss how they gauge performance, how they evaluate and measure reassurance and outcomes. They also met with Hoopfest organizers regarding a partnership to develop a 3 on 3 basketball tournament in Billings. We will need to evaluate timing as we don't want to displace existing business and cannot compete with the timing of the Hoopfest event in Spokane. Chris Frye, sports marketing contractor, submitted a proposal to recruit sporting events to Billings. This may be an economical way to grow this market. John and Steve will review the proposal and bring a recommendation to the Board at the October meeting.

City Council Presentation

John gave a regular update to the City Council highlighting success and recent campaigns. The 13,000 booked room nights last year generated a minimum of \$3.3 million in direct expenditures. That's approximately a \$3.30 return for every tourism dollar we spend and can track.

Marketing/PACE Update

Joan reviewed the Marketing/PACE update.

BMW Bid Update

The BMW site visit was completed with site selection chairman. The preferred date would end the weekend of Big Sky State Games. Their 2nd proposed date could not be accommodated by METRA due to MontanaFair. There are some concerns about the amount of green space available at METRA for camping. They are exploring for additional camping site locations. At this time Billings is still being considered as a location for their event.

Trade Show Evaluation Forms

Joan reviewed the 2010-2011 results and included projected room nights. Data will be collected on an ongoing basis for 2011-2012.

Other Business

YCLA Website

Shelli reported that the YCLA website will be solely for member use and its front page will direct visitors to www.visitbillings.com

Board Vacancy

Two YCLA members have expressed interest in the vacant TBID Board seat and have submitted paperwork. At their September 21, 2011, YCLA will vote and present their recommendation to the Mayor.

Sleep Inn Complaints

John has received additional complaints regarding the room rates at the Sleep Inn. This brings the total to about 10. The concern is that visitors will not return to Billings.

There being no further business, meeting adjourned at 9:45AM.

Submitted by Jennifer Reiser

	<u>Sept 11</u>	<u>Budget</u>	<u>Jul 11 - Sept 11 Actual</u>	<u>Jul 11 -Sept 11 Budget</u>	<u>2011-12 Annual Budget</u>	<u>Jul 10-Sept 10 Actual</u>
Income						
4001100 · TBID Assessments	0.00		398,256.27	407,285.00	775,000.00	355,296.05
4001500 · Miscellaneous Income	196.32		623.12			670.57
Total Income	196.32	0.00	398,879.39	407,285.00	775,000.00	355,966.62
Expense						
5001000 · Staff Expenses						
5007000 · Wages	11,070.75	13,291.00	30,595.61	35,391.00	138,306.00	27,793.03
5007100 · FICA Expense	748.59	1,195.00	2,055.01	3,207.00	12,522.00	1,874.73
5007200 · Unemployment Expense	154.11	225.00	492.80	703.00	3,430.00	274.54
5007400 · Health & Accident Expense	2,426.71	3,006.00	6,796.42	7,940.00	33,986.00	3,319.00
5007500 · Retirement Expense	519.33	700.00	1,552.15	1,885.00	9,402.00	1,840.53
5007700 · Workers Compensation Expense	80.00	138.00	240.00	343.00	1,594.00	230.00
Total 5001000 · Staff Expenses	14,999.49	18,555.00	41,731.99	49,469.00	199,240.00	35,331.83
5009000 · Administrative Expenses						
5009200 · Computers	268.20	1,300.00	2,622.45	1,300.00	4,000.00	
5009300 · Equipment & Repair Expense	199.90		453.85	625.00	2,500.00	442.81
5009500 · Liability Insurance	1,562.00		1,562.00	1,500.00	2,100.00	1,482.00
5009600 · Meeting Expenses	260.35	516.00	839.33	1,348.00	5,800.00	1,509.11
5009650 · Newsletter Expenses			350.00		300.00	
5009700 · Office Supplies	237.83		329.70	500.00	3,000.00	1,440.88
5009750 · Postage	136.95	208.00	551.48	624.00	2,500.00	360.64
5009800 · Professional Training			6.02	250.00	2,000.00	-9.29
5009850 · Legal and Accounting	475.00		475.00	500.00	6,500.00	
5009900 · Telephone/Wireless Equipment	201.59	250.00	604.77	750.00	3,000.00	573.37
Total 5009000 · Administrative Expenses	3,341.82	2,274.00	7,794.60	7,397.00	31,700.00	5,799.52

5150000 · Marketing Expenses						
5151000 · Advertising	21,538.49	19,004.67	60,618.07	62,050.97	216,000.00	49,904.08
5151700 · Group Service						3,831.35
5152000 · Opportunity		1,250.00	876.70	3,250.00	65,200.00	4,000.00
5152500 · Printed Materials	3,529.36	850.00	8,769.29	8,250.00	89,000.00	19,241.22
5153000 · Publicity	90.80	3,500.00	240.35	6,000.00	19,000.00	884.39
5154000 · Sales Expenses	6,894.27	10,500.00	11,713.69	15,500.00	55,500.00	10,814.46
5155000 · Tradeshows/Conventions	2,413.80	2,250.00	5,453.08	7,850.00	62,700.00	18,488.41
5156000 · Visitor Information Center	19.78	100.00	116.21	500.00	2,000.00	
5156500 · Web Site	1,968.70	1,000.00	7,531.70	6,500.00	30,400.00	1,343.25
Total 5150000 · Marketing Expenses	<u>36,455.20</u>	<u>38,454.67</u>	<u>95,319.09</u>	<u>109,900.97</u>	<u>539,800.00</u>	<u>108,507.16</u>
Total Expense	<u>54,796.51</u>	<u>59,283.67</u>	<u>144,845.68</u>	<u>166,766.97</u>	<u>770,740.00</u>	<u>149,638.51</u>
	<u>-54,600.19</u>	<u>-59,283.67</u>	<u>254,033.71</u>	<u>240,518.03</u>	<u>4,260.00</u>	<u>206,328.11</u>

Cash	Current Month	Last Month	Last Year		
Unrestricted	276,330	330,930	238,826		
Restricted	<u>50,000</u>	<u>50,000</u>	<u>25,000</u>		
Total Cash			326,330	380,930	263,826

**BILLINGS TOURISM BUSINESS IMPROVEMENT DISTRICT
REVENUE SCHEDULE**

**Month	Collection Report Due	Revenue Reported	Cash Received	
2007				
3rd QTR	1/31/2008	\$127,856.25		
2008				
1st QTR	4/30/2008	\$119,917.00		
2nd QTR	7/31/2008	\$141,659.95	\$9,466.50	
3rd QTR	10/31/2008	\$169,960.39	\$115,060.30	
4th QTR	1/31/2009	\$122,173.17	\$2,566.66	
2009				
1st QTR	4/30/2009	\$113,406.75	\$259,753.11	
2nd QTR	7/31/2009	\$153,111.50	\$10,788.75	
3rd QTR	10/31/2009	\$224,587.25	\$284,356.90	
4th QTR	1/31/2010	\$148,830.00		
2010				
1st QTR	4/30/2010	\$156,242.00	\$266,658.31	
2nd QTR	7/31/2010	\$211,326.00	\$7,575.00	
3rd QTR	10/31/2010	\$245,307.00	\$355,296.05	
4th QTR	1/31/2011	\$161,978.00	\$3,353.08	
2011				
1st QTR	4/30/2011	\$161,123.00	\$372,431.49	
2nd QTR	7/31/2011	\$218,667.00	\$12,671.00	
3rd QTR	10/31/2011		\$398,256.27	
4th QTR	1/31/2012			
				O/S Balance
		\$2,476,145.26	\$2,098,233.42	\$377,911.84

**** 1st and 2nd Quarters are received on 11/30 tax statements. Deadline for Schafer and Assoc. to file reports with the City of Billings is 9/15.**

****3rd and 4th Quarters are received on 5/31 tax statements. Deadline for Schafer and Assoc. to file reports with thte City of Billings is 3/15.**



Marketing & Sales PACE Report

Citywide Meetings and Conventions

Bookings	J	A	S	O	N	D	J	F	M	A	M	J	Annual
Goal	1	1		1		1		1	1		1	1	8
Actual	0	0	0										0
Room Nights	J	A	S	O	N	D	J	F	M	A	M	J	Annual
Goal	1500	1500		1500		1500		1500	1500		1500	1500	11,000
Actual	0	0	0										0

Small Bookings

Bookings	J	A	S	O	N	D	J	F	M	A	M	J	Annual
Goal	1	0	2	1	1	1	2	1	0	1	1	0	11
Actual	0	1	0										1
Room Nights	J	A	S	O	N	D	J	F	M	A	M	J	Annual
Goal	325	325	700	325	325		700		325	325	325	325	7,000
Actual	0	60	0										60

Sporting Events

Bookings	J	A	S	O	N	D	J	F	M	A	M	J	Annual
Goal										1			1
Actual	0	0	2										2
Room Nights	J	A	S	O	N	D	J	F	M	A	M	J	Annual
Goal										2000			2,000
Actual	0	0	900										900

Total Bookings

Bookings	J	A	S	O	N	D	J	F	M	A	M	J	Annual
Goal	2	2	1	3	1	1	1	1	2	2	2	2	20
Actual	0	1	2										3
Room Nights	J	A	S	O	N	D	J	F	M	A	M	J	Annual
Goal	1825	1825	700	1825	325	1500	700	1500	1825	2325	1825	1825	20,000
Actual	0	60	900										960

Leads

	J	A	S	O	N	D	J	F	M	A	M	J	Annual
Goal	10	10	10	10	10	10	10	10	10	10	10	10	120
Actual	6	15	7										28

Unique Visits: visitbillings.com

	J	A	S	O	N	D	J	F	M	A	M	J	Annual
Goal	25k	20k	15k	10k	10k	10k	10k	10k	15k	15k	15k	20k	175,000
Actual	24,634	25,404	15,901										65,939
Avg. Session Time	8 min 59 sec	8min 45 sec	12 min 14 sec										8 m 59 s

Stakeholder Survey

2008-09 2009-10

79%	66%
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Room Demand Reported on **Calendar Year 2011**

	J	F	M	A	M	J	J	A	S	O	N	D	Annual
Goal	0	0	0	0	0	0	0	0	0	0	0	0	0%
Actual	4.2	1.9	-0.3	13.3	3.2	9.1	17.2						6.9%

Room Demand Reported on **Calendar Year 2012**

	J	F	M	A	M	J	J	A	S	O	N	D	Annual
Goal	0	0	0	0	0	0	0	0	0	0	0	0	0%
Actual													0.0%

Citywide Meetings/Conventions: Three or more hotels (approx 350 peak RN) and approx. 8,000 sq. ft mtg space.

Small Bookings: One hotel used with less than 250 peak RN.

Sporting Event: Sports oriented event using any local venue

Definite Bookings: Organization is holding their function in Billings with letter of intent on file.

Rooms Nights: Number of rooms booked over the course of the event.

Qualified Lead: Client shows interest in destination, RFPs, request dates and/or space. This total includes individual hotel event leads that would be solely contained at an individual property.

Stakeholder Survey: Annual evaluation ranking on a 10-point scale of specific marketing programs effectiveness.

Room Demand: Growth in citywide room demand based on Smith Travel Research report.

CVB Activity Report

Booked	Room Nights	Month/Year	Location	Quarter Booked
USS Naval Reunion	900	2012	HIGMT	1
LPO Overnights (Law Enf. Training Seminar)	60	5/2012	HIGMT	1
Trailhead Classic Basketball	250	1/2012	City Wide	1
Southern Classic Basketball	650	12/2011	City Wide	1

10-11 Bids/RFP's	Room Nights	Year	Status	Decision Date	Quarter Bid
BMW Motorcycle Owners of America	6000	2013	Pending	9/2011	3
The Evangelical Church	50	2011	Pending	9/2011	3
Opportunity Knocks	60	2011	Pending	9/2011	3
Building Bridges (Film making group)	600	10/2011	Pending	9/2011	4
Christian Meetings & Conventions 800		4/2012 or 2013	Pending	9/2011	4
Association of Public Treasurers	750 each year	7/13 and/or 15	Pending	9/2011	4
Non-Profit Users Group	300	10/2011	Pending	10/2011	4
24 th Annual Tanks Conf & Expo	1100	9/2013	Pending	9/2011	4

11-12 Bids/RFP's	Room Nights	Year	Status	Decision Date	Quarter Bid
Teva Animal Health	300	2012	Pending	10/2011	1
TAP – Board Meeting	60	2012	Pending	9/2011	1
TAP – Annual Meeting	240	2012	Pending	9/2011	1
NAFSA –Assoc of Internat'l Educators	700	2013	Lost		1
Shore Destination (Native Am Training Group)100			Cancelled		1
LPO Overnights	60		Booked		1
Assoc. of Partners for Public Lands	1600	2014	Pending	12/2011	1
US Dept of Personnel Management 1200		2012	Pending	11/2011	1

Presentations **Results** **Quarter Presented**

Site Tours	Room Nights	Year	Action	Quarter Toured
Chuck Manley – BMW MOA	6000	2013	Pending	1

Publicity

Missouri River Country/Billings CVB Fam

Quarter Visited

1

Lost Business

ALKOTA Cleaning Systems
 National Volk Sport Association
 Livestock BIO Tech Summit
 Mary Kay Cosmetics
 Mary Kay Cosmetics
 EPA Board Meeting
 Nat'l Wrestling Coaches Assoc.
 NAFSA –Assoc of Internat'l Educators
 Animal Health
 Association of Public Treasurers

Reason

Not enough family activity options
 Won't return Toms Calls
 Chose larger city
 Chose larger venues
 Chose larger venues
 Chose larger city
 Too expensive to fly into Billings
 Hotel Rates Cheaper in Bozeman
 Didn't give a specific reason
 Bigger city and cheaper to fly into

Year

2012
 2015
 2012
 2013
 2014
 2012
 2012
 2013
 2012
 2013/2015

To

Dells, WI

 Spokane, WA
 Florida
 Bozeman, MT Teva
 Missoula, MT
 Boise, ID

Advertising Campaign in Place

July/August
 September
 Oct/Nov/Dec

Description

Concert Craze Regional Leisure Promotion
 Text to Win Dinner in Billings Promotion
 Billings Shopping Campaign (win a \$50 Visa Gift Card)

Duration

July – August
 September
 Oct – Dec.

DVD Usage

Contact

Ginny Hart
 LaRell Baldwin
 Ginny Jones
 LaRell Baldwin

Organization

Big Horn Resort MC
 Crowne Plaza
 Rotary
 Crowne Plaza

Version

MC
 L
 MC
 L

Link Use Approved & Sent

TLK
 TLK
 JEK
 TLK

Notes

Groups Serviced / Servicing

Quality of Life Committee (Blgs Assoc of Realtors)
 Montana Silversmiths
 Charity Golf Tournament
 Private Wedding Party
 Karst Waters Institute
 WalMart Heights
 Enterprise Rental Car – Down Town
 MasterLube
 Meadowlark School PTA
 Holiday Inn Grand MT
 Forest Service

#Bags

500
 300
 120
 45
 80
 300
 200
 250
 45
 250
 100

Service Provided

Padded Maps & Brochures
 Visitor Guides, Maps, Bags
 Bags only
 Visitor Guides Only
 Visitor Guides, Folded Map, Padded Map
 Padded Maps Only
 Padded Maps , State maps
 Visitor Guide, Custer Country, City Maps
 Visitor Guide, Relocation Guide, Maps
 State Maps Only
 State Maps Only

Quarter Serviced

1
 1
 1
 1
 1
 1
 1
 1
 1
 1
 1

Rocky Mountain Bank	8	Bags, Visitor Guide, Map, Coupons	1
Sam Studiner	160	Visitor Guide, Maps, Get Lost Stickers	1
MT Speech & Hearing	100	Visitor Guide, Maps	1
MSU-B International Studies	100	Visitor Guide, Maps, Go Play	1
BSSH Class of 1971	50	Visitor Guide, Maps	1
Enterprise Rental Car –West End	300	State Maps, Padded Maps	1
Enterprise Rental Car –West End	300	State Maps, Padded Maps	1
MT Parole Office	200	Visitor Guide, Maps	1
Riverstone Health	220	Visitor Guide, Maps, Weekly Event Calendar	1
Good Sam Club (RV Enthusiasts)	80	Visitor Guide, Maps, Coupons	1
Parks & Recreation	200	Visitor Guide, Maps, Coupons, Mayor Letter	1
Associated Construction Distributors	70	State Maps, Get Lost Stickers, State Guides	1
MT Nonprofit Association	500	Maps, Coupons, Their Items & Bags	1
Rocky Mountain Child Birth Conference	250	Visitor Guide only	1

Total Packets as of Oct. 1, 2011: 4,428

Attendance	Reason	Quarter Attended
DMAI - Joan	CDME Education/Tradeshow	1
Connect – Tom	One on One Meeting Planner Show	1
ASAE – John/Chris	Tradeshow	1
Connect Marketplace – Tom	Tradeshow	1
Coaches Clinic – Tom/Joan	Sponsorship	1
MT Fair – Joan	Community Relations/Board Duty	1
AIANTA 2011 – Joan	Convention	1
TBID Annual Showcase – Joan	Information Booth	1