



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
September 8, 2011
Chamber Board Room – 8:30am**

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|------|--|--------------|--------|
| I | Call to Order – Steve Wahrlich | | |
| II | Public Comment on Items Not on the Agenda
(Comments limited to 3 minutes per speaker) | | |
| III | Approval of August 11, 2011 Board Minutes pages 2-3—SW | ACTION | |
| IV | Approval of Financial Report pages 4-5—JB | ACTION | |
| V | Old Business | | |
| | a. Watchtower Convention Request – SW | ACTION | |
| | b. State Lodging Association Public Relations Effort - SW | ACTION | |
| VI | New Business | | |
| | a. Spokane Sales Mission—SW | Info/Discuss | 20 Min |
| | b. City Council Presentation - JB | | |
| VII | Marketing/PACE Update pages 6-10 | 15 Min | |
| | a. BMW Bid Update—JK | Info Only | |
| | b. Trade Show Evaluation Forms—JK | Info/Discuss | |
| VIII | Adjourn | | |

Future Meeting Dates:

October 13, 2011
November 10, 2011
December 8, 2011

TBID Board of Directors Minutes – August 11, 2011

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

Board Members Absent: Ben Kerns

Ex-Officio member Present: Chris Ervin

Staff Present: John Brewer, Jennifer Pinnow, Joan Kronebusch

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

Representatives from the Watchtower Convention requested assistance from TBID to offset some of the costs associated with increased METRAPark fees for their 2012, 2013, 2014 convention in Billings. If they are unable to hold the convention in Billings, they stated that the Billings area would probably then be divided between conventions in Minnesota, Colorado, and Washington. The deadline for commitment of funds is January 2012. Steve stated that this will be an action item on the September Board agenda.

Elect Vice Chair

Steve requested a motion to accept Shelli Mann as Vice Chair. Ron Spence motioned; Ginny seconded; Motion carried.

Approval of Board Minutes

Request for a motion to approve July 14, 2011 Board Minutes.

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

Approval of Financial Report

July financial report was presented. Highlighted items were \$5000 commitment to Women of Faith and that the \$65,200 in Marketing Expense includes \$25,000 that will remain for larger opportunity fund.

Request for a motion to approve July Financial Report.

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

Old Business

\$1000 Grant Reallocation

The board discussed options for the \$1000 funds that were not accepted by METRAPark. Ginny motioned to leave the \$1000 in Opportunity; Joyce seconded; Motion carried. Joan will keep a record of TBID grants for the past several years.

Bylaws/Policy Review Task Force

Steve shared the Bylaws/Policy Review Task Force recommendations. In the Policy section, item 2, the word "private" will be added before "convention center". Ginny motioned to accept the policy revisions as amended; Shelli seconded; Motion carried.

Regarding the Bylaws the Board discussed the intent of maintaining property size diversity and how if a Board member moves to a similar size property, that Board member should retain their position as the "person" is appointed to the Board and not the "property". Ginny motioned to accept the Bylaws revisions as presented; Joyce seconded; Motion carried.

Legislative Proposal Update

Steve stated that there is a meeting today and that he will provide an update at the September meeting.

Online Board Materials

Joan reported that the ad agency is working on this and it should be available in 2-3 weeks.

New Business

Air Show

Edwards Jet Center is proposing an air show in August 2012 hinging on US Air Force commitment. There are three potential dates for the Thunderbirds. Logistics will need to be considered including parking issues, as well as time and financial commitment. The budget is unknown at this time, however the event would generate revenue. Typically Chambers are a partner on these events and Edwards has stated that funds generated would be generated to trail development. The Board cautioned planners to avoid early August due to other events in Billings during that timeframe.

Watchtower Request

This item was added to new business. The Board members agreed that it appears to be a reasonable request, but don't want to be tied into an escalation clause and would like to further explore the METRA increases to better understand where the Watchtower Convention shortfall is occurring.

Marketing/PACE Update

Joan reviewed the Marketing/PACE update. Joan reported that Billings is still being considered by BMW. METRA is still holding 2013 dates for them. Joan has given Jackrabbit notice that we will discontinue their service effective January 1, 2012. Joan distributed the tradeshow evaluation form. This is the first use of this evaluation sheet to review cost/unit of leads, RFPs, and conference bookings. The Board asked that projected (estimated) room nights be added to the evaluation form for confirmed bookings.

There being no further business, meeting adjourned at 9:55AM, and the Board entered an executive session to review John's annual evaluation.

Submitted by Jennifer Reiser

	<u>Aug 11</u>	<u>Budget</u>	<u>Jul 11 - Aug 11 Actual</u>	<u>Jul 11 - Aug 11 Budget</u>	<u>2011-12 Annual Budget</u>	<u>Jul 10-Aug 10 Actual</u>
Income						
4001100 · TBID Assessments	10,420.27		398,256.27	407,285.00	775,000.00	355,296.05
4001500 · Miscellaneous Income	210.72		426.80			449.98
Total Income	10,630.99	0.00	398,683.07	407,285.00	775,000.00	355,746.03
Expense						
5001000 · Staff Expenses						
5007000 · Wages	8,939.65	11,500.00	19,524.86	22,100.00	138,306.00	17,200.02
5007100 · FICA Expense	590.95	1,292.00	1,306.42	2,012.00	12,522.00	1,147.07
5007200 · Unemployment Expense	132.26	268.00	338.69	478.00	3,430.00	206.32
5007400 · Health & Accident Expense	2,245.64	2,804.00	4,369.71	4,934.00	33,986.00	2,240.02
5007500 · Retirement Expense	448.81	600.00	1,032.82	1,185.00	9,402.00	1,134.02
5007700 · Workers Compensation Expense	80.00	125.00	160.00	205.00	1,594.00	175.00
Total 5001000 · Staff Expenses	12,437.31	16,589.00	26,732.50	30,914.00	199,240.00	22,102.45
5009000 · Administrative Expenses						
5009200 · Computers	2,354.25		2,354.25		4,000.00	223.42
5009300 · Equipment & Repair Expense		625.00	253.95	625.00	2,500.00	442.81
5009400 · Fulfillment by Contractor					0.00	1,482.00
5009500 · Liability Insurance		1,500.00		1,500.00	2,100.00	0.00
5009600 · Meeting Expenses	108.88	416.00	578.98	832.00	5,800.00	0.00
5009650 · Newsletter Expenses			350.00		300.00	752.47
5009700 · Office Supplies	79.98	500.00	91.87	500.00	3,000.00	384.04
5009750 · Postage	230.87	208.00	414.53	416.00	2,500.00	133.16
5009800 · Professional Training	-113.98		6.02	250.00	2,000.00	-9.29
5009850 · Legal and Accounting		500.00		500.00	6,500.00	0.00
5009900 · Telephone/Wireless Equipment	201.59	250.00	403.18	500.00	3,000.00	382.97
Total 5009000 · Administrative Expenses	2,861.59	3,999.00	4,452.78	5,123.00	31,700.00	3,791.58

5150000 · Marketing Expenses						
5151000 · Advertising	16,059.82	20,629.63	39,079.58	43,046.30	216,000.00	35,366.13
5151700 · Group Service						3,522.93
5152000 · Opportunity	500.00	500.00	876.70	2,000.00	65,200.00	4,000.00
5152500 · Printed Materials	659.93	1,300.00	5,239.93	7,400.00	89,000.00	15,078.92
5153000 · Publicity	136.26	2,500.00	149.55	2,500.00	19,000.00	775.64
5154000 · Sales Expenses	2,453.07	2,500.00	4,819.42	5,000.00	55,500.00	7,932.06
5155000 · Tradeshow/Conventions	2,881.94	4,400.00	3,039.28	5,600.00	62,700.00	7,738.96
5156000 · Visitor Information Center	96.43	250.00	96.43	400.00	2,000.00	0.00
5156500 · Web Site	1,976.25	1,000.00	5,563.00	5,500.00	30,400.00	399.76
Total 5150000 · Marketing Expenses	<u>24,763.70</u>	<u>33,079.63</u>	<u>58,863.89</u>	<u>71,446.30</u>	<u>539,800.00</u>	<u>74,814.40</u>
Total Expense	<u>40,062.60</u>	<u>53,667.63</u>	<u>90,049.17</u>	<u>107,483.30</u>	<u>770,740.00</u>	<u>100,708.43</u>
	<u>-29,431.61</u>	<u>-53,667.63</u>	<u>308,633.90</u>	<u>299,801.70</u>	<u>4,260.00</u>	<u>255,037.60</u>

	Cash	Current Month	Last Month	Last Year		
Unrestricted		330,930	360,362	288,286		
Restricted		<u>50,000</u>	<u>50,000</u>	<u>25,000</u>		
Total Cash				380,930	410,362	313,286

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											21

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											50,038
Avg. Session Time	8 min 59 sec	8min 45 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

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	Funding 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	ending	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

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

Publicity	Quarter Visited
Missouri River Country/Billings CVB Fam	1

Lost Business	Reason	Year	To
ALKOTA Cleaning Systems	Not enough family activity options	2012	Dells, WI
National Volk Sport Association	Won't return Toms Calls	2015	
Livestock BIO Tech Summit	Chose larger city	2012	
Mary Kay Cosmetics	Chose larger venues	2013	
Mary Kay Cosmetics	Chose larger venues	2014	

EPA Board Meeting	Chose larger city	2012	Spokane, WA
Nat'l Wrestling Coaches Assoc.	Too expensive to fly into Billings	2012	Florida
NAFSA –Assoc of Internat'l Educators	Hotel Rates Cheaper in Bozeman	2013	Bozeman, MT

Advertising Campaign in Place Description Duration

DVD Usage

Contact	Organization	Version	Link Use Approved & Sent	Notes
Ginny Hart	Big Horn Resort MC		TLK	
LaRell Baldwin	Crowne Plaza	L	TLK	
Ginny Jones	Rotary	MC	JEK	

Groups Serviced / Servicing	#Bags	Service Provided	Quarter Serviced
Quality of Life Committee (Blgs Assoc of Realtors)	500	Padded Maps & Brochures	1
Montana Silversmiths	300	Visitor Guides, Maps, Bags	1
Charity Golf Tournament	120	Bags only	1
Private Wedding Party	45	Visitor Guides Only	1
Karst Waters Institute	80	Visitor Guides, Folded Map, Padded Map	1
WalMart Heights	300	Padded Maps Only	1
Enterprise Rental Car – Down Town	200	Padded Maps , State maps	1
MasterLube	250	Visitor Guide, Custer Country, City Maps	1
Meadowlark School PTA	45	Visitor Guide, Relocation Guide, Maps	1
Holiday Inn Grand MT	250	State Maps Only	1
Forest Service	100	State Maps Only	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
BSHS Class of 1971	50	Visitor Guide, Maps	1
Enterprise Rental Car –West End	300	State Maps, Padded Maps	1

Total Packets as of Sept 1, 2011: 2,908

Attendance	Reason	Quarter Attended
DMAI - Joan	CDME Education/Tradeshaw	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