



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
December 12, 2011
Billings Hotel and Convention Center – 9:00a.m. to Noon**

- | | | |
|-----|---|---|
| I | Call to Order – Steve Wahrlich | 9:00 am |
| II | Public Comment on Items Not on the Agenda
(Comments limited to 3 minutes per speaker) | |
| III | Completion of Business Agenda from 12/8/11
a. TBID Grant Applications
b. Sports Consultant
c. Chamber/CVB and TBID Contract Review
d. Marketing/PACE Update | 9:05-9:40

ACTION
discussion
information
information |
| IV | Strategic Discussion
a. Today’s Outcomes
b. Review Randall Research
c. Review Current Marketing Plan
i. Staff Perspective on Success and Shortcomings
d. Review Historical Occupancy Data
e. Recommendations from the Board
i. Sports Consultant | 9:40-11:40

ACTION |
| V | Executive Session (Board Only) | 11:40-Noon |
| VI | Adjourn | |

Future Meeting Dates:

January 12, 2012
February 9, 2012

Managed by the Billings Chamber of Commerce/Convention & Visitors Bureau