



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
February 8, 2012
Chamber Board Room – 9:00a.m.**

- | | | |
|------|--|---------------|
| 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 | January 12, 2012 Board Minutes pages 2-3 —SW | ACTION |
| IV | Approval of Financial Report page 4—LG | ACTION |
| V | Old Business
a. Staff Reorganization Update
b. Air Service – Bozeman Market Share
c. Williston Tour | 9:15--9:30 am |
| VI | New Business
a. Bring It To Billings | 9:30-9:45 am |
| VII | Marketing/PACE Update pages 5-10 - JB
a. Sports Report | 9:50-10:00 am |
| VIII | Adjourn | |

Future Meeting Dates:

March 8, 2012

April 26, 2012

TBID Board of Directors Minutes – January 12, 2012

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

Board Members Absent: none

Ex-Officio member Present: none

Staff Present: John Brewer, Jennifer Reiser, Kelly McCandless, Tom Krause, Linda Gleason

Call to Order

Steve Wahrlich, Chair of the Board, called the meeting to order at 9:00 am in the Billings Chamber of Commerce/CVB Board Room.

Public Comment

None

Approval of Board Minutes

Request for a motion to approve December 8, 2011 and December 12, 2011 Board Minutes.

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

Approval of Financial Report

Linda presented the December financial report. Steve requested a motion to approve the December Financial Report.

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

Old Business

Mid Year Budget Adjustment Update

John and Linda presented a summary of proposed expense changes with an emphasis on priorities from the planning retreat – Williston, sports and social media. Staff expenses have decreased, staff training has increased. Marketing expenses/Advertising has been adjusted to include state lodging association support as well as Williston/Sidney marketing expenses. The Sales expense now includes the sports consultant. It was suggested that expenses for InfoTrac training be moved to Professional Training. The Board requested that Tom review opportunities for partnering with hotel staff for upcoming tradeshow. Some line items that have been removed will come back into next fiscal year's budget.

John reviewed the current and proposed allocation for staffing expenses. The contract allows the flexibility to maximize performance while reducing redundancy. The new staff proposal includes the following positions to be funded by TBID – CVB Director (100%), Sales (100%), Leisure (50%), VIC/CVB Admin (100%). Also includes the Sports Consultant as contracted services. Shelli motioned to accept the revised budget with the understanding that staff expenses will be adjusted between TBID and Chamber based on proposed positions/staff; Ginny seconded; Motion carried.

Williston Tour

We have secured a 15 passenger van to travel to Williston, ND, February 15-16, 2012. This trip will be focused on tourism.

Air Service Update

Still working with Gulf Stream Airlines on potential routes. Also working with an additional airline to help develop a marketing campaign as they launch airline service from Billings into a new market.

Sports Recruitment

The contract has been signed and includes clarification points from the Board. A written report from Chris Fry will be presented at the next Board meeting.

New Business

Accountability Measures

The traditional methods of reporting were reviewed. The Board discussed what constitutes a CVB "booking", including lead generated and partnered bookings. A policy will be developed and presented to the Board at the next meeting.

Recommended elements for the development of a policy relating to counting CVB bookings:

Chamber/CVB involvement is considered an accountable "booking" if:

1. If we are involved prior to the issuance of a contract
2. If we have offered subsidy (new or existing)

Events encountered by the Chamber/CVB first (at trade show, online lead, cold call, etc) we will be designated as "originate."

Events originated by another partner (Metra, hotel, etc) we will designate ourselves as "partner" in our booking.

Every event we touch we will designate as "service" but will not count as a booking.

This policy will need to be an evolutionary process as we run specific examples by the board requiring clarity.

Marketing/PACE Update

The meeting adjourned at 10:25am.

Submitted by Jennifer Reiser

Cash Basis		TOURISM BUSINESS IMPROVEMENT DISTRICT					
		Profit & Loss Budget vs. Actual					
		Jan-12					
				Jul 11 - Jan 12	Jul 11-Jan 12	2011-12 Annual	Jul 10-Jan 11
		Jan 12	Budget	Actual	Budget	Budget	Actual
Income							
	4001100 · TBID Assessments	373,875.00	367,715.00	772,246.11	775,000.00	775,000.00	717,546.23
	4001500 · Miscellaneous Income	128.40		3,791.68			1,174.32
	Total Income	374,003.40	367,715.00	776,037.79	775,000.00	775,000.00	718,720.55
Expense							
	5001000 · Staff Expenses						
	5007000 · Wages	7,149.47	11,435.00	78,732.86	81,131.00	138,306.00	67,213.07
	5007100 · FICA Expense	473.46	1,025.00	5,485.35	7,397.00	12,522.00	4,574.96
	5007200 · Unemployment Expense	188.73	400.00	938.52	1,778.00	3,430.00	552.33
	5007400 · Health & Accident Expense	1,726.30	2,894.00	15,610.28	19,516.00	33,986.00	9,036.19
	5007500 · Retirement Expense	446.80	927.00	4,610.78	4,762.00	9,402.00	4,176.57
	5007800 · Staff Employment Expenses			175.00			
	5007700 · Workers Compensation Expense	55.00	139.00	522.50	899.00	1,594.00	500.00
	Total 5001000 · Staff Expenses	10,039.76	16,820.00	106,075.29	115,483.00	199,240.00	86,053.12
	5009000 · Administrative Expenses						
	5009200 · Computers		2,200.00	3,562.15	3,500.00	7,500.00	2,016.81
	5009300 · Equipment & Repair Expense	99.95	-500.00	573.78	750.00	1,500.00	1,059.63
	5009500 · Liability Insurance			2,062.00	2,100.00	2,100.00	1,982.00
	5009600 · Meeting Expenses	576.69	416.00	2,934.82	3,112.00	5,800.00	3,676.77
	5009650 · Newsletter Expenses			350.00	150.00	300.00	
	5009700 · Office Supplies	411.00		851.16	1,500.00	3,000.00	1,910.20
	5009750 · Postage	-151.84	208.00	1,146.73	1,456.00	2,500.00	1,222.59
	5009800 · Professional Training			6.02	1,250.00	9,000.00	6.23
	5009850 · Legal and Accounting			4,925.00	5,250.00	6,500.00	6,985.00
	5009900 · Telephone/Wireless Equipment	69.73	250.00	1,047.90	1,750.00	3,000.00	1,439.92
	Total 5009000 · Administrative Expenses	1,005.53	2,574.00	17,459.56	20,818.00	41,200.00	20,299.15
	5150000 · Marketing Expenses						
	5151000 · Advertising	15,041.71	22,604.67	139,104.19	137,469.65	223,100.00	122,135.41
	5151700 · Group Service						4,140.05
	5152000 · Opportunity	8,500.00	4,300.00	9,689.98	9,800.00	55,000.00	13,000.00
	5152500 · Printed Materials	947.85	19,025.00	37,094.76	37,475.00	64,950.00	22,977.48
	5153000 · Publicity		-6,500.00	788.84	2,500.00	14,500.00	26,502.31
	5154000 · Sales Expenses	3,509.34	2,550.00	21,191.34	21,050.00	70,500.00	15,008.08
	5155000 · Tradeshow/Conventions	10,398.34	8,550.00	32,399.75	31,700.00	39,800.00	34,894.84
	5156000 · Visitor Information Center	78.50	100.00	359.66	950.00	2,000.00	104.15
	5156500 · Web Site	1,644.75	2,900.00	18,012.70	18,400.00	35,400.00	4,745.34
	Total 5150000 · Marketing Expenses	40,120.49	53,529.67	258,641.22	259,344.65	505,250.00	243,507.66
	Total Expense	51,165.78	72,923.67	382,176.07	395,645.65	745,690.00	349,859.93
		322,837.62	294,791.33	393,861.72	379,354.35	29,310.00	368,860.62
			Cash	Current Month	Last Month	Last Year	
			Unrestricted	416,158	93,321	401359	
			Restricted	50,000	50,000	25000	
			Total Cash	466,158	143,321	426,359	



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	0	2	0						2
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	0	4800	0						4,800

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	3	0	2	1						7
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	850	0	350	200						1,460

Sporting Events

Bookings	J	A	S	O	N	D	J	F	M	A	M	J	Annual
Goal										1			1
Actual	0	0	2	0	0	0							2
Room Nights	J	A	S	O	N	D	J	F	M	A	M	J	Annual
Goal										2000			2,000
Actual	0	0	900	0	0	0							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	0	4	1						11
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	850	0	5150	200						7,160

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	4	9	4	4						45

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	14,193	17,941	23,667	28,761						150,501
Avg. Session Time	8 min 59 sec	8min 45 sec	12 min 14 sec	16 min 53 sec	17m 36 sec	22m 58sec	23m 19sec						N/A

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	17.2	24.2	10.2	11.1	14.9	11.2%

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%

CVB Activity Report

Booked	Room Nights	Month/Year	Location	Quarter Booked
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
MT Organic Association	300	12/2011	Hilltop/St. V's	2
United Pentecostal	250	7/2012	TBD	2
Helms Briscoe Leadership Forum	300	TBD	TBD	2
Leadership Summit	200	3/2012	Crowne	2
Shore Destinations (BIA)	150	3/2012	TBD	2
MT Conf. of Education Leadership	2400/year	2013 & 2015	City wide	2
EDGETA	200	8/2012	Various	3

10-11 Bids/RFP's	Room Nights	Year	Status	Decision Date	Quarter Bid
BMW Motorcycle Owners of America	6000	2013	Pending	11/2011	3
The Evangelical Church	50	2011	Cancelled	10/2011	3
Opportunity Knocks	60	2011	Cancelled		3
Building Bridges (Film making group)	600	10/2011	Cancelled	11/2011	4
Christian Meetings & Conventions	800	4/2012 or '13	Pending	6/2012	4
Association of Public Treasurers	750 each year	7/13 and/or 15	Lost		4
Non-Profit Users Group	300	10/2012	Pending	10/2011	4
24 th Annual Tanks Conf & Expo	1100	9/2013	Pending	2012	4

11-12 Bids/RFP's	Room Nights	Year	Status	Decision Date	Quarter Bid
Teva Animal Health	300	2012	Lost		1
TAP – Board Meeting	60	2012	Pending	11/2011	1
TAP – Annual Meeting	240	2012	Pending	11/2011	1
NAFSA –Assoc of Internat'l Educators	700	2013	Lost		1
Shore Destination (Native Am Training)	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	Lost	11/2011	1
United Pentecostal Church	250	2012	Booked		2
Leadership Summit	200	2012	Booked	12/2011	2
NISLA (Nat'l Nursing Group)	200	2012	Pending	02/2012	2

Shore Destinations (BIA)	150	2012	Booked	12/2011	2
Sage Consulting – Board Training	100	2012	Pending	3/2012	3
US Institute MRRIC Meeting	275	2012	Pending	2/2012	3
EDGETA (Early Days Gas Electric Train Assoc.)	200	2012	Booked	2/2012	3
Assoc. of State & Terr. Solid Waste Mgmt	550	2013	Pending	4/2012	3

Presentations

Optimist Club

Results

General CVB program of work presented

Quarter Presented

2

Site Tours

Chuck Manley – BMW MOA

Jane Kurlyuck – CMCA

Room Nights

6000

800

Year

2013

4/2012 or 2013

Action

Pending

Pending

Quarter Toured

1

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

Teva Animal Health

Association of Public Treasurers

US Dept of Personnel Management

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

Less expensive to get to

Year

2012

2015

2012

2013

2014

2012

2012

2013

2012

2013/2015

2012

To

Dells, WI

Spokane, WA

Florida

Bozeman, MT

Missoula, MT

Boise, ID

Springfield, MO

Advertising Campaign in Place

July/August

September

Description

Concert Craze Regional Leisure Promotion

Text to Win Dinner in Billings Promotion

Duration

July – August

September

Oct/Nov/Dec
Jan/Feb/Mar

Billings Shopping Campaign (win a \$50 Visa Gift Card)
Billings Getaway Campaign (Couple's Getaway giveaway)

Oct – Dec.
Jan - Mar

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	
LaRell Baldwin	Crowne Plaza	L	TLK	
Lynette Aguilar	Prudential Floberg	L	KM	Used on http://www.floberg.com/
http://www.floberg.com/reloc_conn.html				
Aaron Clingingsmith	MSU-Billings	M	KM	

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
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

League of Cities and Towns	400	Visitor Guide, Maps, TWIB, Letters, their items	2
Property Assessment for State of MT	85	Visitor Guide, Map, Coupons	2
Riverstone Health	90	Visitor Guide, Relo Guide, Hwy Map	2
MT Law Enforcement	40	Visitor Guide, Map, downtown map, Event Info	2
MT State Beekeepers Assoc.	50	City Map, Downtown Map, Coupons, Visitor Guide	2
MT State Reading Council	500	Weekly Calendar, CC, Native Info, Coupons	2
MT State Music Teachers Assoc	50	Folding map, downtown map, books	2
Rocky Mtn Assoc. of Fairs	500	Maps and their materials	2
Montana Organics	125	VG, Map, event calendar	2
MT Stockgrower's	500	Maps, coupons, their bags	2
Shrine Clown Convention	200	VGs, Maps	3
MATE Show and Home Health Expo	250	Mix of our materials and theirs	3
NAIW	30	VG's, Map, Canadian Flag (will return to us)	3

Total Packets as of Feb. 1, 2012: 7,248

Attendance	Reason	Quarter Attended
DMAI - Joan	CDME Education/Tradeshow	1
Connect – Tom	One on One Meeting Planner Show	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
TEAMS – Tom	Tradeshow	1
Rejuvenate – Tom	One on One Meeting Planner Show	2
Collinson Leadership Summit – Tom	Special invitation one on one show	2
HelmsBriscoe – Tom	One on One Meeting Planner Show	3