



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
March 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 | February 9, 2012 Board Minutes pages 2-3 —SW | ACTION |
| IV | Approval of Financial Report page 4—LG | ACTION |
| V | Old Business
a. MHSA Funding Update – SW
b. Williston Market Follow-up – JB
c. Policy for Room Night Bookings
d. Staff Restructure - JB | 9:15--9:30 am |
| VI | New Business
a. Randall Research Program | 9:30-9:45 am |
| VII | Marketing/PACE Update pages 5-11 - JB
a. Sports Update | 9:50-10:00 am |
| VIII | Adjourn | |

Future Meeting Dates:

April 26, 2012

May 10, 2012

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

**TBID Board of Directors
Minutes – February 9, 2012**

Board Members Present: Steve Wahrlich, Shelli Mann, Joyce Bratland (via phone), Ginny Hart, Cheri Milne, Ben Kerns

Board Members Absent: Ron Spence

Ex-Officio member Present: Chris Ervin

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 9:02 a.m. in the Billings Chamber of Commerce/CVB Board Room.

Public Comment

Midland Roundtable

Members of the Midland Roundtable gave an overview of their organization. They meet the first Thursday of each month and have three annual events (Top 10 Track Meet, Athlete of the Year Banquet, and Allstar Basketball Game). The money they raise is reinvested in the sports community.

METRA Update

The TBID and Chamber have been asking for three months to see a simplified format of a profit and loss sheet for 2010 MHSAs tournaments at METRA. Part of the need is to see how the TBID funds are being invested. These requests have yet to be met. Commissioners are looking for businesses to contribute to METRA maintenance fees for MHSAs events. This would be upwards of \$70,000. The TBID Board will make a formal request for details on the use of TBID funding. We are concerned that if the commissioners bid the tournaments at a "break even" level as they define it, we could lose the events.

Approval of Board Minutes

Request for a motion to approve January 12, 2012 Board Minutes.

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

Approval of Financial Report

Linda presented the January financial report. This report included adjustments discussed at the December Board meeting. Linda updated the Board on collections. For 2011 4th quarter all properties have reported. The Board discussed using actuals from last year for next year's budget. Steve requested a motion to approve the December Financial Report.

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

Old Business

Staff Reorganization Update

Capitalizing on existing staff talents the reorganization focus will be to create efficiencies. The Communications Manager position will be funded 50% by Chamber and 50% by TBID. The Sales Manager, CVB Director, and Visitor Services Assistant will be 100% by TBID. In addition to the 3.5 FTEs the TBID also has the contracted services of the sports recruitment consultant.

The CVB Director search continues. The Search Committee will meet February 10, 2012 to select three the top three candidates. The timeframe is still to hire someone by April 1, 2012.

Air Service Update

There are some issues with air service to Williston due to existing essential air service funding to other communities such as Sidney. The Board discussed the Bozeman market and the need to consider developing messages about the Yellowstone Gateway through Beartooth Pass. As next year's budget is developed, staff should explore options and consider national messaging.

Williston Tour

A group of approximately 14 will travel to Sidney/Williston February 15-16, 2012. They will meet with the Sidney Chamber and discuss TBID development as well as meet with the Williston Chamber/CVB/EDC to discuss marketing and communications options. In addition they will tour a man camp and explore the challenges and opportunities in these communities.

New Business**Bring It To Billings**

There is a need to make changes and reorganize this presentation primarily to stress our mission early to encourage groups to come to Billings. This will be a key priority for May/June once the CVB Director is hired.

Marketing/PACE Update

John reviewed the PACE Update. The booking policy will be discussed at the March Board meeting.

Sports Report

A report from Chris Frye was included in the Board agenda. The foundation is being laid. Chris will be in Billings in April to meet with community partners and the TBID Board, and will also travel to Helena to meet with MHSA.

The meeting adjourned at 10:05 a.m.

Submitted by Jennifer Reiser

Cash Basis		TOURISM BUSINESS IMPROVEMENT DISTRICT					
		Profit & Loss Budget vs. Actual					
		February-12					
				Jul 11 - Feb 12	Jul 11-Feb 12	2011-12 Annual	Jul 10-Feb 11
		Feb 12	Budget	Actual	Budget	Budget	Actual
Income							
	4001100 · TBID Assessments	8,425.80		780,671.91	775,000.00	775,000.00	729,906.85
	4001500 · Miscellaneous Income	655.94		4,447.62			2,226.65
	Total Income	9,081.74	0.00	785,119.53	775,000.00	775,000.00	732,133.50
Expense							
	5001000 · Staff Expenses						
	5007000 · Wages	6,078.43	11,435.00	84,811.29	92,566.00	138,306.00	77,976.08
	5007100 · FICA Expense	394.45	1,025.00	5,879.80	8,422.00	12,522.00	5,304.71
	5007200 · Unemployment Expense	156.82	375.00	1,095.34	2,153.00	3,430.00	823.00
	5007400 · Health & Accident Expense	1,679.11	2,894.00	17,289.39	22,410.00	33,986.00	11,155.24
	5007500 · Retirement Expense	359.52	928.00	4,970.30	5,690.00	9,402.00	4,760.58
	5007800 · Staff Employment Expenses			175.00			
	5007700 · Workers Compensation Expense	43.00	139.00	565.50	1,038.00	1,594.00	580.00
	Total 5001000 · Staff Expenses	8,711.33	16,796.00	114,786.62	132,279.00	199,240.00	100,599.61
	5009000 · Administrative Expenses						
	5009200 · Computers			3,562.15	3,500.00	7,500.00	2,016.81
	5009300 · Equipment & Repair Expense			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	369.27	416.00	3,304.09	3,528.00	5,800.00	4,168.73
	5009650 · Newsletter Expenses			350.00	150.00	300.00	
	5009700 · Office Supplies	147.97	500.00	999.13	2,000.00	3,000.00	2,500.92
	5009750 · Postage	219.09	208.00	1,365.82	1,664.00	2,500.00	1,573.98
	5009800 · Professional Training		750.00	6.02	2,000.00	9,000.00	6.23
	5009850 · Legal and Accounting		500.00	4,925.00	5,750.00	6,500.00	7,127.00
	5009900 · Telephone/Wireless Equipment	85.00	250.00	1,132.90	2,000.00	3,000.00	1,661.56
	Total 5009000 · Administrative Expenses	821.33	2,624.00	18,280.89	23,442.00	41,200.00	22,096.86

		TOURISM BUSINESS IMPROVEMENT DISTRICT					
		Profit & Loss Budget vs. Actual					
		February-12					
				Jul 11 -Feb 12	Jul 11 -Feb 12	2011-12 Annual	Jul 10-Feb 11
		Feb 12	Budget	Actual	Budget	Budget	Actual
	5150000 · Marketing Expenses						
	5151000 · Advertising	15,156.28	14,616.67	154,260.47	152,086.32	223,100.00	147,520.28
	5151700 · Group Service						4,990.36
	5152000 · Opportunity	8,104.38	6,500.00	17,794.36	16,300.00	55,000.00	21,975.00
	5152500 · Printed Materials	545.40	2,865.00	37,640.16	40,340.00	64,950.00	23,318.40
	5153000 · Publicity		1,000.00	788.84	3,500.00	14,500.00	28,916.31
	5154000 · Sales Expenses	12,607.76	20,050.00	33,799.10	41,100.00	70,500.00	35,044.24
	5155000 · Tradeshows/Conventions	2,441.48	3,250.00	34,841.23	34,950.00	39,800.00	45,181.51
	5156000 · Visitor Information Center	10.00	100.00	369.66	1,050.00	2,000.00	233.29
	5156500 · Web Site	1,150.90	2,000.00	19,163.60	20,400.00	35,400.00	6,348.29
	Total 5150000 · Marketing Expenses	40,016.20	50,381.67	298,657.42	309,726.32	505,250.00	313,527.68
	Total Expense	49,548.86	69,801.67	431,724.93	465,447.32	745,690.00	436,224.15
		-40,467.12	-69,801.67	353,394.60	309,552.68	29,310.00	295,909.35

	Cash	Current Month	Last Month	Last Year
Unrestricted		375,691	416,158	328,840
Restricted		50,000	50,000	25,000

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	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	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	3	2					11
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	500	375					2,135

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	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	3	2					15
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	500	375					7,835

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	9					54

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	25,764					176,265
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	26m					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	7.9												7.9%

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
Montana Crime Prevention Assoc.	300	10/2012	BHCC	3
Jewish Youth Tour	75(25-3 arrivals)	6 & 7/2012	Hilton	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	Lost	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	Lost	11/2011	1
TAP – Annual Meeting	240	2012	Lost	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	Lost	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	03/2012	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	3/2012	3
EDGETA (Early Days Gas Electric Train Assoc.)	200	2012	Booked	2/2012	3
Assoc. of State & Terr. Solid Waste Mgmt	550	2013	Lost	4/2012	3
Montana Crime Prevention	300	2012	Booked		3
Jewish Youth Group	75	2012	Booked		3
MT WY Coyote Hunters Assoc.	100	11/2012	Pending	3/2012	3
Nat'l Indian Gaming Assoc.	150	12/2012	Pending	3/2012	3

Presentations

Optimist Club

Results

General CVB program of work presented

Quarter Presented

2

Site Tours

Chuck Manley – BMW MOA

Jane Kurluyck – 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

Non Profit Users Group

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

Less expensive to get to Boise

Year

2012

2015

2012

2013

2014

2012

2012

2013

2012

2013/2015

2012

2012

To

Dells, WI

Spokane, WA

Florida

Bozeman, MT

Missoula, MT

Boise, ID

Springfield, MO

Boise, ID

TAP Meetings	S.E. Montana managing TAP	2012	
Assoc. of Partners for Public Lands	Awaiting Explanation	2014	
Assoc. of State & Terr. Solid Waste Mgmt	Missoula- It's prettier	2013	Missoula, MT

Advertising Campaign in Place	Description	Duration
July/August	Concert Craze Regional Leisure Promotion	July – August
September	Text to Win Dinner in Billings Promotion	September
Oct/Nov/Dec	Billings Shopping Campaign (win a \$50 Visa Gift Card)	Oct – Dec.
Jan/Feb/Mar	Billings Getaway Campaign (Couple's Getaway giveaway)	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
State Wrestling Hospitality	300	Food and beverage, volunteers	3
Eastern A Division Hospitality	200	Financial assistance	3
Antique Tractor Club	200	Bags	3
MATE Show	250	Bags and Booth w/ Volunteers	3

Total Packets as of Mar. 1, 2012: 8,198

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

Williston- John and Kelly	Williston Fact Finding Mission	3
MSAE Helena- Tom	Monthly Lunch	3
Destination Showcase- Tom	Tradeshow	3