



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

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| 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 | Approval of July 12, 2012 Board Minutes pages 2-3 —SW | ACTION |
| IV | Approval of July Financial & Variance Reports —LG | ACTION |
| V | Old Business
a. METRA Update
b. Travel & Tourism Legislative Discussion | 9:05-9:20 am |
| VI | New Business
a. Year-end Financial Review | 9:20-9:45 am |
| IX | Adjourn Public Meeting | |
| X | Executive Session: President/CEO Evaluation | |

Future Meeting Dates:

September 13, 2012

October 11, 2012

TBID Board of Directors Minutes – July 12, 2012

Board Members Present: Steve Wahrlich, Shelli Mann, Ginny Hart, Cheri Milne, Ron Spence

Board Members Absent: Joyce Bratland, Ben Kerns

Ex-Officio member Present: Chris Ervin

Staff Present: John Brewer, Jennifer Reiser, Alex Tyson, Tom Krause, Kelly McCandless, Keri Wilson

Others Present: Tina Postel, Shawn Abel, Judy Randall

Call to Order

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

Public Comment

Information on a proposed downtown Billings art project was presented by Shawn Abel, owner of &Abel Designs, and Tina Postel, President/CEO of the Billings YMCA. They are proposing creating an outdoor art gallery by wrapping approximately 18 downtown buildings in original Montana artwork. The Board suggested exploring lighting to illuminate the buildings at night. Shawn and Tina requested a letter of support for the project.

MOTION: Shelli motioned to have John prepare a letter from the TBID Board in support of this project; Cheri seconded; Motion carried.

Approval of Board Minutes

Request for a motion to approve June 14, 2012 Board Minutes.

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

Approval of Financial Report

John presented the June financial report indicated that we ended approximately \$118,000 revenue over budget - \$25,000 of this will be placed in reserves, \$20,000 will be rolled over into the 2012-13 budget, and \$70,000 has not yet been allocated. There is no specific staff recommendation at this time. Steve requested a motion to approve the June Financial Report.

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

MOTION: Ron motioned that the excess funds be held in the reserve/opportunity fund; Cheri seconded; motion carried.

Shelli advocated for the T. Rex display at the airport. This would need to prominently promote the dinosaur trail and Montana's Trailhead. It was suggested that perhaps they could apply for funding during the next Southeast Montana Tourism grant cycle and also that we contact Tom Binford at the airport regarding placement upstairs as suggested by Judy Randall during her visit. The DinoLab grant money will be held open pending future discussions.

Old Business

Judy Randall Visit

Judy visited Billings to conduct a site visit and begin evaluating our progress. She will also come to Billings in October to conduct strategic planning with the Board and speak at a Rise & Shine breakfast on the value of tourism. Judy shared her immediate take-aways since her arrival in Billings. Judy shared very positive comments on the visible improvements at the airport, the Yellowstone County museum, the Scenic Drive Tour and the Western Heritage Center. She will spend the day following the Board meeting with John and Alex.

METRA Update

The press releases have been completed. Steve has submitted a request to the Commissioners to be on their agenda to have a detailed discussion about the improvement fee and TBID financial support, but this has yet to occur. Steve will submit a second request. Shelly relayed information from the last METRA Advisory Board meeting.

New Business**Legislative Discussion**

The Board reviewed the Travel and Tourism section of the Public Policy Manual. Additional changes will be made and presented at the next Board meeting. Board members are encouraged to email feedback to staff.

Marketing/PACE Update

PACE Report was provided along with a Sports Report from Chris Frye.

The public meeting adjourned and the Board entered into executive session at 10:20 a.m.

Submitted by Jennifer Reiser