



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 13, 2012
Chamber Board Room – 9:00 a.m.**

I	Call to Order – Steve Wahrlich	9:00
II	Public Comment on Items Not on the Agenda (Comments limited to 3 minutes per speaker)	
III	Presentation: Hospitality Corridor Planning Study	9:05-9:30
IV	Approval of August 9, 2012 Board Minutes pages 2-3	ACTION
V	Approval of August Financial & Variance Reports page 4—LG	ACTION
VI	Old Business a. Randall Update (strategic plan and Rise and Shine) b. Airport Meeting c. Metra Funding	9:35-9:40
VII	New Business a. State TBID Meeting Agenda Items	9:40-9:50
VIII	Marketing/PACE Update pages - AT a. Sports Report - AT	9:50-10:00

Future Meeting Dates:

October 11, 2012
November 8, 2012

TBID Board of Directors Minutes – August 9, 2012

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

Board Members Absent: Cheri Milne, Ben Kerns

Ex-Officio member Present: None

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

Others Present: None

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

None

Approval of Board Minutes

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

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

Approval of Financial Report

Linda presented the July financial report. The Board discussed whether or not to initiate an internal review for checks and balances. It was decided that this will be done every other year, so the next internal review will be conducted July 2013. Ron requested clarification on the bill paying process. Linda explained that staff reviews invoices and designates appropriate accounting codes. Next Alex and reviews and approves and then John reviews and approves. Linda cuts the checks and Ginny (Treasurer) reviews and signs the checks.

The Board agreed that fiscal controls at the Chamber/CVB are very strong. Checks are reviewed by staff (John and Alex), our accountant, then signed by the Board treasurer. For these reasons, the Board determined not to conduct an internal audit each year by the Board, but to consider it every other year.

MOTION: Ron motioned to accept the report as presented; Joyce seconded; Motion carried.

Old Business

METRA

Steve sent an email request to the Commissioners offering to present an explanation of the details on TBID funding at a Commissioner's meeting. Only Commissioner Ostlund read the email and responded by directing Steve to the METRA Board. It is unclear as to why the TBID has been directed to the METRA Board as this board does not have policymaking authority. The TBID Board will strongly request to present an overview of the TBID funding's impact on METRA to the METRA Advisory Board at their September meeting as well as to the Commissioners in a public meeting. The TBID Board will work with METRA staff to determine how to proceed.

Travel & Tourism Legislative Discussion

The Board reviewed the current draft of the Travel & Tourism section of the Chamber/CVB's 2012-13 Public Policy Manual.

Moss Mansion

A copy of the materials that the Moss Mansion produced using the TBID grant funding was distributed.

Energy e-News Letter

This will be distributed in partnership with Big Sky Economic Development. If Board members are not receiving it they should contact John to be added to the distribution list.

Judy Randall Visit

Alex and Judy spent the day touring Billings. Judy provided many comments which she will share during her October strategic planning session with the Board. Among these comments were the need to focus on beautification (e.g. conference center downtown, downtown art project) and meeting and convention facilities issues. Judy suggested city tours consisting of a single bus to provide the tourism experience to Billings' decision makers. They would "tour" Billings as well as other communities such as Cheyenne, Bozeman, Missoula, and Bismark as comparisons.

Judy will return to Billings in October to provide detailed feedback. The Board discussed the TBID's role in allocating funding to assist property owners with beautification. Ginny stated that it would be necessary to assist business owners in this capacity as they do not know the impact the presentation of their business/property has on tourism. Fun felt it was more a function of the Chamber/CVB Board as it was a stretch for him to see how this would meet the mission of the TBID. John suggested starting with the Trailhead Hospitality Corridor group. The TBID Board will be invited to attend their next meeting to explain how tourism impacts our local economy and the link between beautification of the entrances to Billings and tourism. During her October visit Judy can provide some framework for future discussions.

New Business

Year End Financial Review

John provided a memo to the Board detailing the cash in the bank as of June 30, 2012; the amount committed to the 2012-13 budget; the amount committed to the reserve account and the amount of remaining undesignated cash. Also included were suggestions of potential areas to invest.

During discussion it was explained that the Sports incentives includes the three METRA high school tournaments. The Board also added two additional potential areas to invest including 5. Beautification projects (to be discussed after Judy's October visit) 6. Use existing creative and bump up placement for shoulder season investment.

Among things the Board would like staff to explore are what are the next steps for the YAC and the Downtown Art Project and is there opportunity to do additional work at the airport. Staff will set up a meeting with Tom Binford to discuss opportunities at the airport. John, Alex and Shelli will be part of this initial discussion.

Steve recommended that the Board increase the Sports Incentives line item to \$13,000 and then revisit opportunities after Judy Randall's visit in October.

MOTION: Ginny motioned to change the budget to incorporate this change; Shelli seconded; Motion carried.

Marketing/PACE Update

None

The public meeting adjourned and the Board entered into executive session at 10:05 a.m.

Submitted by Jennifer Reiser

TOURISM BUSINESS IMPROVEMENT DISTRICT

Profit & Loss Budget vs. Actual

August 2012

	August 12	Budget	Aug 12 - July 12 Actual	2012-13 Annual Budget	Aug 11-July 11 Actual
Income					
4001100 · TBID Assessments			445,150.00	840,000.00	398,256.27
4001500 · Miscellaneous Income	225.52		368.28		426.80
Carryover from 2011-2012				33,000.00	
Total Income	225.52	0.00	445,518.28	873,000.00	398,683.07
Expense					
5001000 · Staff Expenses					
5007000 · Wages	13,937.97	14,249.50	27,971.56	169,445.00	19,524.86
5007100 · FICA Expense	984.58	1,047.81	1,980.42	12,456.82	1,306.42
5007200 · Unemployment Expense	133.89	176.50	454.84	2,414.00	338.69
5007400 · Health & Accident Expense	1,548.91	2,421.00	3,097.82	29,642.00	4,369.71
5007500 · Retirement Expense	738.68	738.78	1,477.36	10,360.18	1,032.82
5007700 · Workers Compensation Expense	123.00	90.00	246.00	1,132.00	160.00
Total 5001000 · Staff Expenses	17,467.03	18,723.59	35,228.00	225,450.00	26,732.50
5009000 · Administrative Expenses					
5009200 · Computers	322.50		322.50	3,000.00	2,354.25
5009300 · Equipment & Repair Expense	485.80	250.00	525.79	2,500.00	253.95
5009500 · Liability Insurance	1,562.00		1,562.00	2,100.00	
5009600 · Meeting Expenses	282.15	633.00	619.81	7,275.00	578.98
5009700 · Office Supplies	309.14	425.00	309.14	2,225.00	350.00
5009750 · Postage	92.79	200.00	171.75	2,500.00	91.87
5009800 · Professional Training	2,073.53		3,671.59	10,000.00	414.53
5009850 · Legal and Accounting	470.00	500.00	470.00	7,000.00	6.02
5009900 · Telephone/Wireless Equipment	157.97	250.00	225.47	3,000.00	403.18
Total 5009000 · Administrative Expenses	5,755.88	2,258.00	7,878.05	39,600.00	4,452.78
5150000 · Marketing Expenses					
5151000 · Advertising	8,686.89	6,070.00	26,197.54	229,840.00	39,079.58
5152000 · Opportunity	5,934.75		20,841.75	75,000.00	876.70
5152500 · Printed Materials	1,177.09	500.00	25,575.17	77,115.00	5,239.93
5153000 · Publicity	10,000.00	10,000.00	10,000.00	23,500.00	149.55
5154000 · Sales Expenses	3,305.85	3,385.00	11,020.16	111,600.00	4,819.42
5155000 · Tradeshows/Conventions	1,144.00	1,550.00	3,707.85	41,895.00	3,039.28
5156000 · Visitor Information Center		250.00		2,000.00	96.43
5156500 · Web Site	1,838.50	1,500.00	1,838.50	47,000.00	5,563.00
Total 5150000 · Marketing Expenses	32,087.08	23,255.00	99,180.97	607,950.00	58,863.89
Total Expense	55,309.99	44,236.59	142,287.02	873,000.00	90,049.17
	-55,084.47	-44,236.59	303,231.26	0.00	308,633.90
		Cash	Current Month	Last Month	Last Year
		Unrestricted	448,336	503,420	330,930
		Restricted	75,000	75,000	50,000
		Total Cash	523,336	578,420	380,930