



MISSION – *To generate room nights for lodging facilities in the city of Billings by effectively marketing our region as a preferred travel destination.*

**TOURISM BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING
October 8, 2015
BILLINGS CHAMBER BOARD ROOM – 8:30 AM**

*Other than the meeting starting time, any time listed is approximate and agenda items may be rearranged.
Action may be taken on any item listed on the agenda.*

- I. Call to Order – Steve Wahrlich.....8:30
- II. Public Comment on Items Not Included on the Agenda
(Comments limited to three (3) minutes per speaker)
- III. Approval of August 13, 2015 Board Minutes – S. Wahrlich - Pages 2.....ACTION
- IV. Approval of August/September Financial & Variance Reports - M. Stevenson - Pages 3-6.....ACTION
- V. New Business8:40-9:30
 - a) Open Board Seat/Ben Kerns Resignation/Next Steps – S. Wahrlich/S. Mann
 - b) The Future of Billings/Logan Air Service – S. Wahrlich.....ACTION
 - c) FY16 Leisure Campaigns (Active/Upcoming) - K. McCandless
- VI. Old Business.....9:30-9:50
 - a) GWRRA Post Site Visit Update – S. Cattarin
 - b) Indian Relay Follow Up/Plans for 2016 – A. Tyson
 - c) Moving Billboards/Semi-Truck Advertisements Update – A. Tyson/K. McCandless
- VII. Staff & Partner Update.....9:50-10:00
 - a) STR Data – A. Tyson
 - b) Team Updates – All Staff
 - c) Billings Chamber of Commerce Update – G.Hart, Chamber/TBID Board Liaison
- VIII. Adjournment.....ACTION

Next Meeting:
Thursday, November 12, 2015

Managed by the Billings Chamber of Commerce



BOARD OF DIRECTORS
MINUTES – August 13, 2015

Board Members Present: Steve Wahrlich, Shelli Mann, Ron Spence, Ben Kerns, Joyce Bratland, Joe Studiner, LaRell Baldwin

Board Members Absent:

Ex-Officio member Present: Ginny Hart

Staff Present: Alex Tyson, Kelly McCandless, Megan Stevenson, Alyssa Hall

Others Present: Mr. Don Kiesser, Kayla Freeman, Frank Molodecki

Call to Order

Steve Wahrlich called the meeting to order at 8:30 a.m. in the Billings Chamber Board Room.

Public Comment

None

Approval of Board Minutes

Request for a motion to approve the July 9, 2015 Board Minutes

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

Approval of Financial and Variance Report

Request for a motion to approve the May Financial and Variance Reports.

MOTION: Ron motioned to approve the financial reports as well as the reserve account request; Joe seconded; Motion carried.

New Business

Welcome New Staff Member – The Board welcomed Mr. Stefan Cattarin to TBID.

Moving Billboards/Semi-Truck Advertisements – Don Kiesser presented his idea of moving billboards to the TBID Board. Frank Molodecki attend from Diversified Transfer & Storage to talk about the use of the Semi Trucks as a means to give back to the community. Don Kiesser will get a better price estimate and report back to the TBID Board for approval.

Confidential Act – MP/2017– Discussion

Old Business

Bylaws Review – Bylaws were discussed but the board decided to postpone the final decision due to needing more time for research.

Fly Billings Campaign/Logan Creative Investment – Alex gave an update on the Logan Airport creative cost as well as the pros and cons. She also asked about different creative ideas.

CG Prep Update – Stefan updated the Board on the CG prep work and procedures. Alyssa discussed what was being sent and how the booth will be set up for easy navigation.

BMW MOA Post – Alex updated the Board and noted that the Visit Billings team is working on final details ahead of the July event. Alyssa explained how the booth was going to work to facilitate attendees as well as the volunteer schedule. The volunteers helping man the booth are a great asset. Posters, buttons, billboards, and flags are all part of the welcoming plan for this group.

Steve made a motion to adjourn the meeting; Joyce seconded. Meeting adjourned at 10:15 a.m.

Submitted by Alyssa Hall

FINANCIAL STATEMENT VARIANCE REPORT

TBID Board of Directors As of August 31, 2015

Revenue over expenses is \$19,978 under budget. ***Without the \$42,000 BMW payment the revenue over expense would be \$22,022 over budget.*

Revenue is \$2,997 over budget from interest income & assessments.

Expenses are \$22,975 over budget. ***Without the \$42,000 BMW payment the expenses would be \$19,025 under budget.*

- Staff Expenses are \$5,100 under budget.
- Administrative Expenses are \$1,053 under budget.
- Marketing Expenses are \$29,128 over budget from the following:
 - Advertising is under budget \$321
 - Opportunity is \$37,025 over budget.
 - *\$42,000 of the budget variance is from payment for the BMW MOA reserves*
 - *Please note that without the BMW payment Opportunity would be \$4,975 under budget from the Welcome Banners.*
 - Printed Materials is under budget \$6,150 from the Visit Billings video.
 - Website is under budget \$1,271 due to timing of when work is performed and necessary.

Tourism Business Improvement District

Profit & Loss

Budget vs. Actual

August 2015

	CURRENT MONTH		YEAR TO DATE		2015-16 Annual Budget	LAST YEAR
	Actual	Budget	August 2015 Actual	August 2015 Budget		August 2014 Actual
	Income					
4001100 · TBID Assessments	85,366.12	83,222.00	896,882.12	894,222.00	1,788,444.00	764,739.03
4001500 · Miscellaneous Income	215.18	-	336.98	-	-	266.40
Carryover from 2013-2014					85,000.00	-
Total Income	85,581.30	83,222.00	897,219.10	894,222.00	1,873,444.00	765,005.43
Expense						
5001000 · Staff Expenses						
5007000 · Wages	20,489.66	20,692.00	48,979.87	51,384.00	276,000.00	41,598.14
5007100 · FICA Expense	1,570.52	1,583.00	2,908.50	3,166.00	20,400.00	2,571.75
5007200 · Unemployment Expense	315.44	375.00	579.72	750.00	4,500.00	508.33
5007400 · Health & Accident Expense	2,072.03	2,489.00	3,814.46	4,978.00	30,000.00	3,570.16
5007500 · Retirement Expense	649.46	1,200.00	1,505.17	2,625.00	17,300.00	1,612.31
5007700 · Workers Compensation Expense	167.50	150.00	315.00	300.00	1,800.00	235.00
5007800 · Staff Employment Expense	-	-	-	-	-	50.00
Total 5001000 · Staff Expenses	25,264.61	26,489.00	58,102.72	63,203.00	350,000.00	50,145.69
5009000 · Administrative Expenses						
5009200 · Computers	245.00	1,600.00	490.00	2,200.00	11,700.00	604.97
5009300 · Equipment & Repair Expense	1,317.89	250.00	1,547.57	500.00	6,000.00	414.44
5009500 · Liability Insurance	-	-	1,595.00	1,750.00	2,300.00	1,595.00
5009600 · Meeting Expenses	576.83	458.00	843.78	916.00	8,800.00	450.83
5009650 · Newsletter Expenses	78.40	500.00	78.40	500.00	7,000.00	500.00
5009700 · Office Supplies	1,213.78	1,123.00	1,406.52	1,396.00	4,130.00	3,564.09
5009750 · Postage	3,796.82	2,700.00	4,452.79	3,400.00	18,150.00	2,399.36
5009800 · Professional Training	1,908.29	2,000.00	2,178.29	2,500.00	10,000.00	1,952.43
5009850 · Legal and Accounting	850.00	1,000.00	850.00	1,000.00	11,200.00	-
5009900 · Telephone/Wireless Equipment	444.62	522.00	711.00	1,044.00	6,264.00	638.21
Total 5009000 · Administrative Expenses	10,431.63	10,153.00	14,153.35	15,206.00	85,544.00	12,119.33
5150000 · Marketing Expenses						
5151000 · Advertising	47,571.89	45,170.00	107,019.39	107,340.00	785,500.00	104,309.75
5151500 · Film Recruitment	-	-	-	-	500.00	-
5152000 · Opportunity	11,512.50	11,500.00	24,525.00	29,500.00	215,000.00	37,477.35
BMW MOA Reserves	22,000.00	-	42,000.00	-	-	-
5152500 · Printed Materials	7,493.24	16,500.00	17,349.60	23,500.00	127,800.00	17,454.65
5153000 · Publicity	940.80	1,680.00	11,343.62	11,780.00	43,225.00	12,281.84
5154000 · Sales Expenses	34,941.26	33,500.00	59,726.47	59,500.00	162,500.00	12,039.61
5155000 · Tradeshows/Conventions	476.36	500.00	1,606.36	1,750.00	51,500.00	5,207.50
5156000 · Visitor Information Center	609.50	387.00	635.48	437.00	6,925.00	779.49
5156500 · Web Site	228.70	1,500.00	228.70	1,500.00	44,950.00	2,239.37
Total 5150000 · Marketing Expenses	125,774.25	110,737.00	264,434.62	235,307.00	1,437,900.00	191,789.56
Total Expense	161,470.49	147,379.00	336,690.69	313,716.00	1,873,444.00	254,054.58
	(75,889.19)	(64,157.00)	560,528.41	580,506.00	0.00	510,950.85
		Cash	Current Month	Last Month	Last Year	
		Unrestricted	723,801	777,689	575,159	
		BMW Reserves	-	22,000	20,000	
		Restricted	150,000	150,000	125,000	
		Total Cash	873,801	949,689	720,159	



FINANCIAL STATEMENT VARIANCE REPORT

TBID Board of Directors As of September 30, 2015

Year-to-Date revenue over expenses is \$35,482 under budget. ***Without the \$42,000 BMW payment the revenue over expense would be \$6,518 over budget.*

Revenue is \$3,205 over budget from interest income & assessments.

Expenses are \$38,687 over budget. ***Without the \$42,000 BMW payment the expenses would be \$3,313 under budget.*

- Staff Expenses are \$12,052 under budget from staffing changes.
- Administrative Expenses are \$1,396 under budget.
 - Computer expenses are under budget \$2,065 from new computer purchases and software.
 - Postage is over budget \$2,047 from the large demand of visitor guides and CVB mailings.
 - Legal & Accounting is over budget \$1,217 from legal fees.
- Marketing Expenses are \$52,134 over budget from the following:
 - Advertising is over budget \$2,008 from regional leisure advertising.
 - Opportunity is \$37,025 over budget.
 - *\$42,000 of the budget variance is from payment for the BMW MOA reserves*
 - *Please note that without the BMW payment Opportunity would be \$4,975 under budget from the Welcome Banners.*
 - Printed Materials is under budget \$6,516 from the Visit Billings video.
 - Publicity is under budget \$1,785 from sponsorship opportunities.
 - Sales Expense is over budget \$25,702 from Attendance Building for Gold Wing and convention incentives.
 - Website is under budget \$3,520 due to timing of when work is performed and necessary.

Tourism Business Improvement District

Profit & Loss

Budget vs. Actual

September 2015

	CURRENT MONTH		YEAR TO DATE		2015-16 Annual Budget	LAST YEAR
	Actual	Budget	September 2015	September 2015		September 2014
			Actual	Budget	Actual	Budget
Income						
4001100 · TBID Assessments	-	-	896,882.12	894,222.00	1,788,444.00	764,739.03
4001500 · Miscellaneous Income	207.90	-	544.88	-	-	446.92
Carryover from 2013-2014					85,000.00	-
Total Income	207.90	-	897,427.00	894,222.00	1,873,444.00	765,185.95
Expense						
5001000 · Staff Expenses						
5007000 · Wages	23,064.83	29,631.00	72,044.70	81,015.00	276,000.00	67,735.22
5007100 · FICA Expense	2,380.95	2,321.00	5,289.45	5,487.00	20,400.00	4,525.85
5007200 · Unemployment Expense	314.30	375.00	894.02	1,125.00	4,500.00	790.75
5007400 · Health & Accident Expense	2,726.79	2,500.00	6,541.25	7,478.00	30,000.00	5,502.34
5007500 · Retirement Expense	1,212.19	1,830.00	2,717.36	4,455.00	17,300.00	2,781.05
5007700 · Workers Compensation Expense	157.50	150.00	472.50	450.00	1,800.00	362.50
5007800 · Staff Employment Expense	-	-	-	-	-	50.00
Total 5001000 · Staff Expenses	29,856.56	36,807.00	87,959.28	100,010.00	350,000.00	81,747.71
5009000 · Administrative Expenses						
5009200 · Computers	245.00	600.00	735.00	2,800.00	11,700.00	849.97
5009300 · Equipment & Repair Expense	222.56	2,250.00	1,770.13	2,750.00	6,000.00	592.74
5009500 · Liability Insurance	-	-	1,595.00	1,750.00	2,300.00	1,595.00
5009600 · Meeting Expenses	466.51	733.00	1,310.29	1,649.00	8,800.00	910.34
5009650 · Newsletter Expenses	-	-	78.40	500.00	7,000.00	500.00
5009700 · Office Supplies	273.34	273.00	1,679.86	1,669.00	4,130.00	3,670.66
5009750 · Postage	2,244.09	1,250.00	6,696.88	4,650.00	18,150.00	2,431.88
5009800 · Professional Training	729.69	750.00	2,907.98	3,250.00	10,000.00	2,200.04
5009850 · Legal and Accounting	1,916.53	550.00	2,766.53	1,550.00	11,200.00	450.00
5009900 · Telephone/Wireless Equipment	486.79	522.00	1,197.79	1,566.00	6,264.00	1,111.84
Total 5009000 · Administrative Expenses	6,584.51	6,928.00	20,737.86	22,134.00	85,544.00	14,312.47
5150000 · Marketing Expenses						
5151000 · Advertising	55,348.80	53,020.00	162,368.19	160,360.00	785,500.00	137,303.75
5151500 · Film Recruitment	-	-	-	-	500.00	-
5152000 · Opportunity	-	-	24,525.00	29,500.00	215,000.00	43,673.60
BMW MOA Reserves	-	-	42,000.00	-	-	-
5152500 · Printed Materials	-	366.00	17,349.60	23,866.00	127,800.00	21,264.74
5153000 · Publicity	1,651.22	3,000.00	12,994.84	14,780.00	43,225.00	14,977.83
5154000 · Sales Expenses	32,895.19	7,420.00	92,621.66	66,920.00	162,500.00	18,619.36
5155000 · Tradeshows/Conventions	-	-	1,606.36	1,750.00	51,500.00	9,399.16
5156000 · Visitor Information Center	15.86	850.00	651.34	1,287.00	6,925.00	779.49
5156500 · Web Site	2,376.25	4,625.00	2,604.95	6,125.00	44,950.00	4,223.72
Total 5150000 · Marketing Expenses	92,287.32	69,281.00	356,721.94	304,588.00	1,437,900.00	250,241.65
Total Expense	128,728.39	113,016.00	465,419.08	426,732.00	1,873,444.00	346,301.83
	(128,520.49)	(113,016.00)	432,007.92	467,490.00	0.00	418,884.12
		Cash	Current Month	Last Month	Last Year	
		Unrestricted	595,280	723,801	483,092	
		BMW Reserves	-	-	20,000	
		Restricted	150,000	150,000	125,000	
		Total Cash	745,280	873,801	628,092	

