



**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  
August 9th, 2018  
Hampton Inn Billings – 8:30 AM  
5110 Southgate Dr.**

*Other than the meeting start 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 – R. Spence, Chairman.....8:30
- II. Public Comment – Comments offered regarding items not included on the agenda  
(Comments limited to three (3) minutes per speaker)
  - a. Welcome to the Hampton Inn – J. Studiner
- III. Approval of July Board Meeting Minutes – R. Spence – Pages 3.....ACTION
- IV. Approval of July Financial & Variance Reports – M. Stevenson– Pages 4-6.....ACTION
- V. New Business.....8:40-9:20
  - a. TBEX at Montana’s Trailhead.....ACTION
    - i. Official Presentation - S. Cattarin/A. Murnion
  - b. Tourism Entrepreneurship – J. Brewer
- VI. Old Business.....9:20-9:55
  - a. FY19 Executive Committee – R. Spence.....ACTION
  - b. Airbnb Subcommittee Update – S. Wahrlich/S. Mann/B. Arneson
  - c. OBSD/Bob Dunn Visit Follow Up – R. Spence/J. Brewer
- VII. Partner Update.....9:55-10:05
  - a. Chamber of Commerce – Sean Lynch, Chamber Board/TBID Board Liaison
- VIII. Board Comments.....10:05-10:15
- IX. Adjournment – R. Spence.....ACTION

Next TBID Board Meeting: September, 13<sup>th</sup> 2018



**Managed by the Billings Chamber**

## **BOARD OF DIRECTORS MINUTES – July 12, 2018**

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**Board Members Present:** Ron Spence, Brian Arneson, Steve Wahrlich, George Maragos, Lori Walker

**Board Members Absent:** Shelli Mann, Joe Studiner

**Ex-Officio Member Present:** Sean Lynch

**Staff Present:** Alex Tyson, Alyssa Voeltz, Megan Stevenson, Dan Brooks, Alyson Murnion, Luke Ashmore, John Brewer

**Others Present:** Autumn Albert and Stacy Lynn with Erck Hotels

### **Call to Order**

Ron called the meeting to order at 8:40 a.m.

### **Public Comment**

The Board welcomed Sean Lynch as the new Chamber Liaison.

### **Approval of Board Minutes**

Request for a motion to approve the June Board Minutes.

MOTION: Steve motioned to approve the minutes; Brian seconded; Motion carried.

### **Approval of Financial & Variance Reports**

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

MOTION: Brian motioned to approve the financial reports; George seconded; Motion carried

**Board Restricted Reserves Account** – The Board discussed the \$52,266 overage for FY18 and the returned funds from the American Airlines subsidy.

Request for a motion to move the \$52,266 to the Board restricted reserves account.

MOTION: Steve motioned to approve; George seconded; Motion carried

Request for a motion to move the amount TBID will receive from the remainder of the Small Community Air service Grant to the Board restricted reserves account.

MOTION: Steve motioned to approve; Brian seconded; Motion carried

### **New Business**

**The 2019 Legislative Session** – Dan walked the Board through the Chamber Public Policy Manual draft on Tourism Policy. There was discussion and proposed changes to consider. He also discussed the Chamber's grading of candidates and suggested changes moving forward. Dan gave an overview of the 2019 Legislative session and the bills that could affect the Tourism industry.

**Voices of Montana Tourism** – Dax gave an overview of the organization and how they focus on education and outreach to share the story on the immense value of tourism in Montana.

**FY19 Advocacy and Support**- Request for a motion to support Voices of Montana Tourism in the amount of \$12,000.

Motion: George motioned to approve; Steve seconded; Motion carried.

**Airbnb's & the Billings TBID** – The Board discussed the pros and cons to assessing Airbnb's the TBID assessment fee.

Steve volunteered to start a subcommittee that will dive further into the best solution and options available to TBID.

**Peak Season Leisure Campaign Update** – Aly showcased the new peak season leisure campaign that consisted of three short videos.

### **Old Business**

**TBID Board Term Update** – Alex updated the Board on when applications are due for the open Board seat as of Oct 1<sup>st</sup>, 2018. Action was moved to the August meeting to discuss how to proceed in lieu of the Board terms not falling within the fiscal year. Ron, Joe, and Brian agree keeping the Executive committee as it is now, may be the best scenario.

### **Partner Update**

**Chamber of Commerce** – Sean Lynch thanked the Board for all they do for the Billings Community.



### **Board Comments**

Ron updated the Board on the conversations taking place with the Tavern Association. Currently there is only 35 member and are in the middle of a lawsuit. The association, overall, seem very receptive to help fund events.

Alex informed the Board that Steven is at CMDE training in California. She also discussed the meeting between Visit Billings, MetraPark, and a potential Airstream group to come to Billings.

Steve made a motion to adjourn the meeting; George seconded. Meeting adjourned at 10:30 a.m.

Submitted by Alyssa Voeltz

## FINANCIAL STATEMENT VARIANCE REPORT

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### TBID Board of Directors As of July 31, 2018

July's revenue over expenses is \$2,872 over budget.

Revenue is \$371 over budget from assessment income.

Expenses are \$2,500 under budget.

- Staff Expenses are \$473 under budget.
- Administrative Expenses are \$583 under budget.
- Marketing Expenses are \$1,444 under budget from the following:

*Please note the cash section at the bottom of the Profit & Loss statement reflects the Board's decision to transfer last year's net income of \$55,265 to the Board Restricted account. The balance returned from the American Airlines Guarantee was deposited into TBID's account 8/1 and will be reflected in the Board Reserves on the August financials.*

**Tourism Business Improvement District  
Profit & Loss  
Budget vs. Actual  
July 2018**

	CURRENT MONTH		YEAR TO DATE		2018-19 Annual Budget	LAST YEAR
	Actual	Budget	July 2018 Actual	July 2018 Budget		July 2017 Actual
<b>Income</b>						
4001100 - TBID Assessments	883,294	883,000	883,294	883,000	1,750,000	829,562
4001500 - Miscellaneous Income	77	-	77	-	-	113
Carryover from 2017-2018	-	-	-	-	-	-
<b>Total Income</b>	<b>883,371</b>	<b>883,000</b>	<b>883,371</b>	<b>883,000</b>	<b>1,750,000</b>	<b>829,675</b>
<b>Expense</b>						
<b>5001000 - Staff Expenses</b>						
5007000 - Wages	32,735	32,904	32,735	32,904	304,858	31,828
5007100 - FICA Expense	1,689	1,775	1,689	1,775	22,829	1,630
5007200 - Unemployment Expense	171	350	171	350	4,202	166
5007400 - Health & Accident Expense	2,997	3,030	2,997	3,030	36,569	2,609
5007500 - Retirement Expense	1,591	1,603	1,591	1,603	21,567	1,495
5007700 - Workers Compensation Expense	140	135	140	135	1,620	140
5007800 - Staff Employment Expense	-	-	-	-	-	50
<b>Total 5001000 - Staff Expenses</b>	<b>39,324</b>	<b>39,797</b>	<b>39,324</b>	<b>39,797</b>	<b>391,645</b>	<b>37,917</b>
<b>5009000 - Administrative Expenses</b>						
5009200 - Computers	238	245	238	245	16,540	1,831
5009300 - Equipment & Repair Expense	296	355	296	355	6,760	369
5009500 - Liability Insurance	-	-	-	-	2,300	1,595
5009600 - Meeting Expenses	385	659	385	659	13,350	460
5009650 - TBID Communications	81	100	81	100	3,700	-
5009700 - Office Supplies	876	945	876	945	2,740	847
5009750 - Postage	436	417	436	417	9,000	143
5009800 - Professional Training	-	-	-	-	12,400	1,162
5009850 - Legal and Accounting	820	820	820	820	16,700	-
5009900 - Telephone/Wireless Equipment	340	513	340	513	6,156	299
<b>Total 5009000 - Administrative Expenses</b>	<b>3,471</b>	<b>4,054</b>	<b>3,471</b>	<b>4,054</b>	<b>89,646</b>	<b>6,706</b>
<b>5150000 - Marketing Expenses</b>						
5151000 - Advertising	1,350	2,541	1,350	2,541	698,355	74,991
5151500 - Film Recruitment	-	-	-	-	1,000	-
5152000 - Opportunity	-	-	-	-	135,000	13,000
5152500 - Printed Materials	200	200	200	200	94,500	-
5153000 - Publicity	12,813	12,945	12,813	12,945	47,000	306
5154000 - Sales Expenses	500	500	500	500	204,355	2,329
5155000 - Tradeshow/Conventions	17,240	17,300	17,240	17,300	57,000	5,719
5156000 - Visitor Information Center	97.75	100.00	97.75	100	10,500	-
5156500 - Web Site	472	530	472	530	21,000	458
<b>Total 5150000 - Marketing Expenses</b>	<b>32,672</b>	<b>34,116</b>	<b>32,672</b>	<b>34,116</b>	<b>1,268,709</b>	<b>96,803</b>
<b>Total Expense</b>	<b>75,467</b>	<b>77,967</b>	<b>75,467</b>	<b>77,967</b>	<b>1,750,000</b>	<b>141,427</b>
	<b>807,905</b>	<b>805,033</b>	<b>807,905</b>	<b>805,033</b>	<b>-</b>	<b>688,248</b>

Cash	Current Month	Last Month	Last Year
Unrestricted	807,905	-	745,203
NAIA Tournament	0	0	-
Unearned Revenue	-	44,232	-
Contract Reserves	18,750	27,029	-
BOD Restricted	130,265	130,265	50,000
<b>Total Cash</b>	<b>956,920</b>	<b>201,526</b>	<b>795,203</b>





**VISIT BILLINGS PACE REPORT  
JULY 1, 2017 - JUNE 30, 2018**

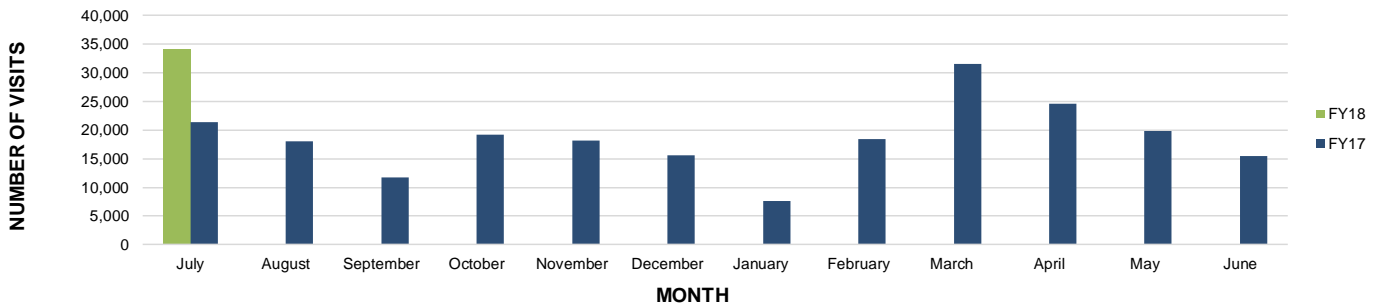
**BOOKINGS**

	Q1	Q2	Q3	Q4	TY TD	FY Goal	% to Goal
Group	12				12		
Room Nights	2,920				2,920		

**WEBSITE TRAFFIC**

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Annual
Goal	0	0	0	0	0	0	0	0	0	0	0	0	
Actual	34,107	0	0	0	0	0	0	0	0	0	0	0	34,107

**VisitBillings.com Visits**



**VISITOR SERVICES**

	Q1	Q2	Q3	Q4	TY TD
Serviced Events	4				4
Visitor Packets	1,169				1,169

**AVIATION PASSENGERS**

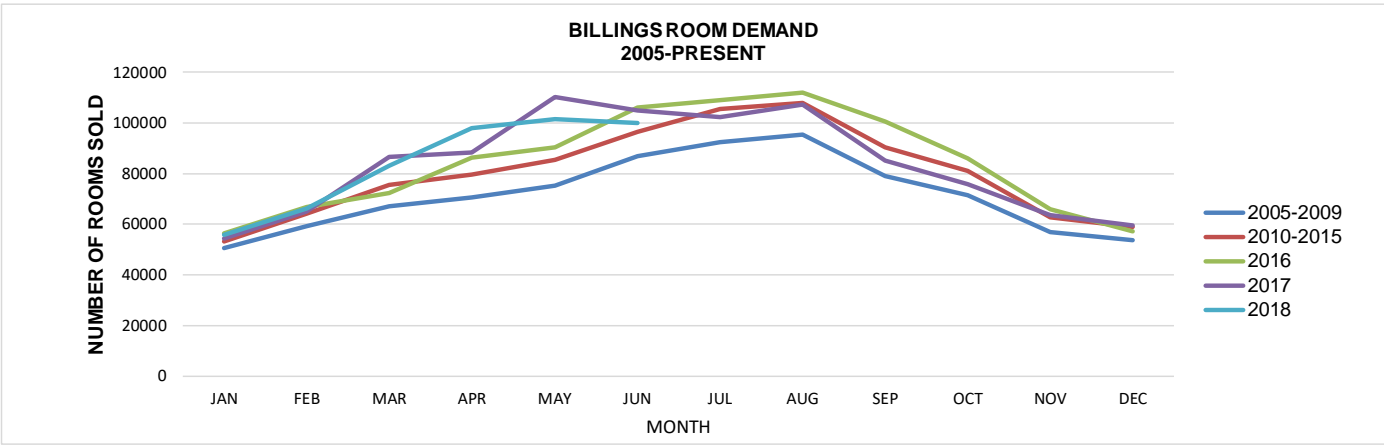
	Q1	Q2	Q3	Q4	TY TD
Total Deplanements					0
Total Enplanements					0

**ROOM DEMAND- REPORTED ON CALENDAR YEAR**

**Percent Change**

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
2018 Goal	0	0	0	0	0	0	0	0	0	0	0	0	3%
2018 Actual	-0.1	2.5	-3.9	10.9	-7.8	-4.6							-0.5
2017 Goal	0	0	0	0	0	0	0	0	0	0	0	0	3%
2017 Actual	-3.3	-2.1	19.6	2.8	22.8	-1.4	-5.8	-4.2	-15.3	-11.7	-3.5	4.4	0.2

Number of Rooms Sold													
2018	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
Rooms Sold	55,804	66,133	82,980	97,909	101,425	99,971							84,037
2017	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
Rooms Sold	54,284	64,884	86,507	88,418	110,170	104,805	102,391	107,292	85,143	75,859	63,467	59,364	83,549



**OCCUPANCY REPORT**

YTD OCCUPANCY		
LOCATION	2018	2017
Billings, MT	57.3%	58.0%
Montana	54.5%	54.5%
United States	65.9%	65.3%
Bozeman, MT	67.9%	67.1%
Missoula, MT	59.9%	58.5%
Rapid City, SD	49.3%	51.4%
Sioux Falls, SD	53.0%	67.4%
Bismarck, ND	53.5%	67.4%
Boise, ID	71.3%	73.8%
Madison, WI	62.5%	63.6%
Helena, MT	57.2%	61.3%
Great Falls, MT	55.2%	57.6%

CURRENT MONTH OCCUPANCY		
June		
LOCATION	2018	2017
Billings, MT	68.9%	72.2%
Montana	75.1%	74.9%
United States	74.5%	73.3%
Bozeman, MT	90.8%	87.8%
Missoula, MT	85.0%	82.2%
Rapid City, SD	79.5%	80.4%
Sioux Falls, SD	75.0%	75.5%
Bismarck, ND	65.0%	65.2%
Boise, ID	87.0%	84.4%
Madison, WI	76.8%	78.0%
Helena, MT	72.7%	75.7%
Great Falls, MT	67.0%	67.3%

