



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**

November 8th, 2018

BILLINGS CHAMBER BOARD ROOM – 8:30 AM

*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)
- III. Approval of October Board Meeting Minutes – R. Spence – Pages 2.....ACTION
- IV. Approval of October Financial & Variance Reports – M. Stevenson/A. Tyson– Pages 3-4.....ACTION
- V. New Business.....8:40-9:35
 - a. Ravalli County TBID Issue – Jeff Hunnes, Atty.
 - b. BIL Expansion – R. Spence
 - i. Presentation: Kevin Ploehn, Director of Aviation and Transit – COB
 - c. Expedia Travel Trends & Insight – G. Maragos
 - i. Presentation: John O’ Neill, Associate Market Mgr. – Expedia
- VI. Old Business.....9:35-9:55
 - a. USS Billings Update – R. Spence
 - b. OBSD Latest – A. Tyson/D. Brooks
 - c. TBEX – Staff
- VII. Partner Update.....9:55-10:00
 - a. Chamber of Commerce – Sean Lynch, Chamber Board/TBID Board Liaison
- VIII. Board Comments.....10:00-10:10
- IX. Adjournment – R. Spence.....ACTION

Next TBID Board Meeting: December, 13th 2018



Managed by the Billings Chamber

BOARD OF DIRECTORS
MINUTES – October 11, 2018

Board Members Present: Ron Spence, Brian Arneson, George Maragos, Lori Walker, Joe Studiner. Steve Wahrlich

Board Members Absent: Shelli Mann

Ex-Officio Member Present: Sean Lynch

Staff Present: Alyssa Voeltz, Megan Stevenson, John Brewer, Alex Tyson, Stefan Cattarin, Luke Ashmore, Alyson Murnion

Others Present: Autumn Albert with Erck Hotels, Amy Day with Residence Inn,

Call to Order

Ron called the meeting to order at 8:30 a.m.

Public Comment

Ron read a thank you note to Stefan and Billings from the Military Reunion Network event that was in Billings.

Steve reminded the Board that the VOMT luncheon was the following week. He asked the Board and staff to sit with a legislator.

Approval of Board Minutes

Request for a motion to approve the September Board Minutes.

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

Approval of Financial & Variance Reports

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

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

TBID Bank Account Change – Megan and Alex discussed moving TBID accounts to First Interstate Bank.

Old Business

Visit Billings Leisure Marketing Update – Alyson introduced Liz and Parker with the Board on a Google meet up. Liz and Parker gave an update to the Board on marketing, campaigns, and website improvements.

TBEX Update – Stefan updated the Board on the progress with TBEX. He discussed sponsorships, PreBex tours, Post Fams, and walked through the event timeline.

OBSD Latest – John updated the Board on the OBSD fact finding mission and next steps with City Council and legislative meetings. He also reminded the Board of the Friday OBSD Coffee meet ups.

New Business

ITRR Research and Yellowstone County – Alex discussed the recent ITRR reports for non-Montana resident spending. She encouraged the Board to be present at the VOMT luncheon to hear more about the numbers.

MOTBD & TAC Conversations – Steve informed the Board that collections are up 3% overall but if you pull the regions individually the number are actually down significantly in Missouri Country and Southeast Montana.

Partner Update

Chamber of Commerce – Sean updated the Board on the successful Annual Meeting at Billings Hotel. He also let the Board know the Policy Guide has been released. John also updated the Board on Yellowstone Kelly prints and the Opt Out fee for Trails.

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

Submitted by Alyssa Voeltz

FINANCIAL STATEMENT VARIANCE REPORT

TBID Board of Directors As of October 31, 2018

Revenue over expenses is \$8,884 over budget.

Revenue is \$1,358 over budget from assessment and interest income.

Expenses are \$7,525 under budget.

- Staff Expenses are \$1,412 under budget.
- Administrative Expenses are \$637 under budget.
 - Legal & Accounting is over budget \$1,432 for legal fees (Ravalli County TBID).
 - Equipment, Office Supplies, Meetings and Postage are under budget \$1,504.
- Marketing Expenses are \$5,476 under budget from the following:
 - Advertising is under budget \$4,829 from Google SEO and Social Media due to timing.
 - General Opportunity is \$1,838 under budget.
 - Tradeshows/Conventions is over budget \$708 for anticipated registration and travel costs.

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

	CURRENT MONTH		YEAR TO DATE		2018-19 Annual Budget	LAST YEAR
	Actual	Budget	Oct 2018 Actual	Oct 2018 Budget		Oct 2017 Actual
Income						
4001100 - TBID Assessments	-	-	919,844	919,400	1,750,000	978,449
4001500 - Miscellaneous Income	226	-	914	-	-	452
Carryover from 2017-2018	-	-	-	-	-	-
Total Income	226	0	920,758	919,400	1,750,000	978,901
Expense						
5001000 - Staff Expenses						
5007000 - Wages	23,510	23,625	115,734	115,858	304,858	109,659
5007100 - FICA Expense	1,749	1,830	7,851	8,189	22,829	7,463
5007200 - Unemployment Expense	92	350	623	1,400	4,202	532
5007400 - Health & Accident Expense	3,017	3,040	11,999	12,130	36,569	10,521
5007500 - Retirement Expense	1,902	1,885	7,809	7,872	21,567	6,735
5007700 - Workers Compensation Expense	140	135	560	540	1,620	565
5007800 - Staff Employment Expense	-	-	-	-	-	-
Total 5001000 - Staff Expenses	30,410	30,865	144,577	145,989	391,645	135,475
5009000 - Administrative Expenses						
5009200 - Computers	457	417	2,871	2,852	16,540	5,223
5009300 - Equipment & Repair Expense	289	355	1,110	1,420	6,760	1,368
5009500 - Liability Insurance	-	550	1,843	2,300	2,300	1,595
5009600 - Meeting Expenses	1,169	1,371	3,176	3,848	13,350	3,627
5009650 - TBID Communications	-	-	81	100	3,700	3,689
5009700 - Office Supplies	636	105	1,768	1,260	2,740	1,471
5009750 - Postage	201	417	1,946	2,468	9,000	2,558
5009800 - Professional Training	-	-	2,630	2,955	12,400	6,529
5009850 - Legal and Accounting	244	-	4,482	3,050	16,700	1,100
5009900 - Telephone/Wireless Equipment	465	513	1,762	2,052	6,156	2,002
Total 5009000 - Administrative Expenses	3,461	3,728	21,668	22,305	89,646	29,162
5150000 - Marketing Expenses						
5151000 - Advertising	31,976	35,741	199,585	204,414	652,500	232,418
5151500 - Film Recruitment	-	-	-	-	1,000	-
5152000 - Opportunity	47	-	20,962	22,800	165,709	26,425
5152500 - Printed Materials	6,801	6,770	9,390	9,360	97,500	11,602
5153000 - Publicity	1,179	745	16,506	16,420	47,000	46,198
5154000 - Sales Expenses	7,597	7,900	30,251	29,975	216,500	11,840
5155000 - Tradeshow/Conventions	2,501	2,000	25,858	25,150	57,000	16,657
5156000 - Visitor Information Center	152	-	296	200	10,500	314
5156500 - Web Site	1,518	720	6,489	6,495	21,000	6,339
Total 5150000 - Marketing Expenses	51,771	53,876	309,338	314,814	1,268,709	351,792
Total Expense	85,642	88,469	475,583	483,108	1,750,000	516,430
	(85,416)	(88,469)	445,176	436,292	-	462,471
NAIA Tournament						
	Month		YTD			
NAIA Tournament Revenue	3,697		10,857.77			
NAIA Tournament Expense	-		-			
Total NAIA Tournament	3,697		10,857.77			

Cash	Current Month	Last Month	Last Year
Unrestricted	446,890	532,305	469,377
NAIA Tournament	10,858	7,161	3,533
Unearned Revenue	-	-	-
Contract Reserves	18,750	18,750	-
BOD Restricted	193,501	196,539	50,000
Total Cash	669,999	754,756	522,910





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

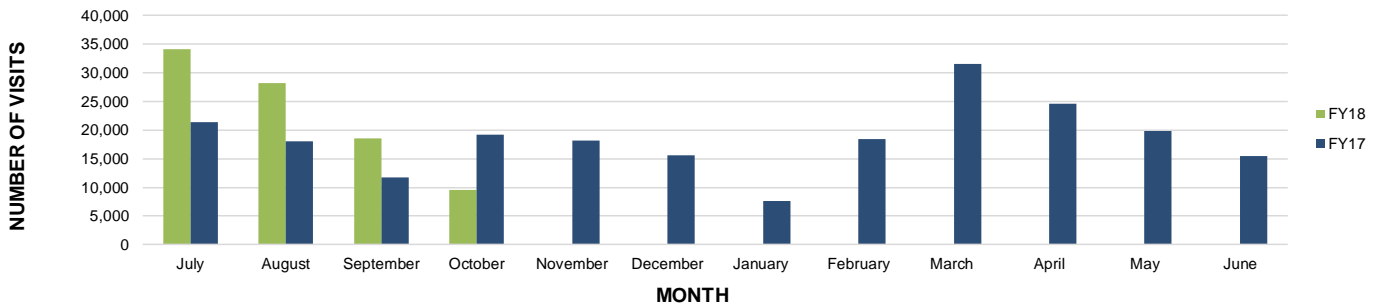
BOOKINGS

	Q1	Q2	Q3	Q4	TY TD
Group	20	1			21
Room Nights	10,703	120			10,823

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	0
Actual	34,107	28,261	18,597	9,545	0	0	0	0	0	0	0	0	90,510

VisitBillings.com Visits



VISITOR SERVICES

	Q1	Q2	Q3	Q4	TY TD
Served Events	13	2			15
Visitor Packets	4,437	373			4,810

AVIATION PASSENGERS

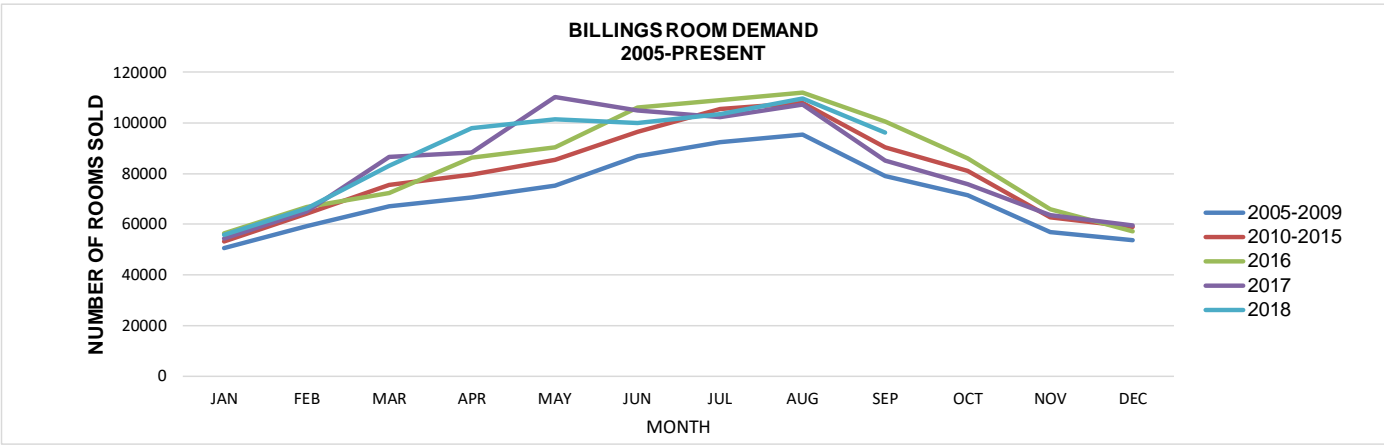
	Q1	Q2	Q3	Q4	TY TD
Total Deplanements	123,964				123,964
Total Enplanements	122,354				122,354

ROOM DEMAND- REPORTED ON CALENDAR YEAR

Percent Change

Year	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%
Actual	-0.1	2.5	-3.9	10.9	-7.8	-4.6	-1.7	0.9	10.9				0.8
2017													
Goal	0	0	0	0	0	0	0	0	0	0	0	0	3%
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	103,486	109,516	96,072				90,366
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	61.9%	61.7%
Montana	61.9%	62.4%
United States	67.7%	67.3%
Bozeman, MT	75.0%	73.8%
Missoula, MT	68.1%	68.6%
Rapid City, SD	60.3%	61.6%
Sioux Falls, SD	63.9%	63.4%
Bismarck, ND	57.1%	66.2%
Boise, ID	74.2%	76.1%
Madison, WI	67.6%	67.1%
Helena, MT	62.1%	66.0%
Great Falls, MT	60.9%	62.4%

CURRENT MONTH OCCUPANCY		
September		
LOCATION	2018	2017
Billings, MT	66.2%	59.7%
Montana	71.4%	68.8%
United States	68.0%	69.5%
Bozeman, MT	84.4%	83.2%
Missoula, MT	79.9%	81.0%
Rapid City, SD	81.0%	78.4%
Sioux Falls, SD	70.4%	67.8%
Bismarck, ND	66.7%	62.8%
Boise, ID	76.9%	77.8%
Madison, WI	74.2%	73.6%
Helena, MT	66.3%	70.5%
Great Falls, MT	67.2%	62.3%

