



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 11th, 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 September Board Meeting Minutes – R. Spence – Pages 2-3.....ACTION
- IV. Approval of September Financial & Variance Reports – M. Stevenson/A. Tyson– Pages 4-5.....ACTION
 - a. TBID Bank Account Change.....ACTION
- V. Old Business.....8:45-9:30
 - a. Visit Billings Leisure Marketing Update – A. Murnion
 - i. Presentation – BCF Agency Representatives
 - b. TBEX Update – S. Cattarin/A. Murnion/A. Voeltz
 - c. OBSD Latest – J. Brewer
- VI. New Business.....9:30-10:00
 - a. ITRR Research and Yellowstone County – A. Tyson
 - b. MOTBD & TAC Conversations – S. Wahrlich
- VII. Partner Update.....10:00-10:05
 - a. Chamber of Commerce – Sean Lynch, Chamber Board/TBID Board Liaison
- VIII. Board Comments.....10:05-10:10
- IX. Adjournment – R. Spence.....ACTION
- X. Special Meeting: Hunden Strategic Partners Interview of Stakeholders.....10:15-11:00

Next TBID Board Meeting: November, 8th 2018



Managed by the Billings Chamber

BOARD OF DIRECTORS
MINUTES – September 13, 2018

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

Board Members Absent: Steve Wahrlich, Shelli Mann

Ex-Officio Member Present: Sean Lynch

Staff Present: Alyssa Voeltz, Megan Stevenson, Dan Brooks, John Brewer, Alex Tyson

Others Present: Autumn Albert and Stacy Lynn with Erck Hotels, Ginny Hart and Amy Day with Residence Inn, Steve Zeier with SBURA, Dena Johnson and Melanie Schwarz with BSEDA

Call to Order

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

Public Comment

Alex informed the Board of the passing of Bruce MacIntyre.

Approval of Board Minutes

Request for a motion to approve the August Board Minutes.

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

Approval of Financial & Variance Reports

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

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

Old Business

SBURA Recreation/Sports District Progress – Steve Zeier gave a presentation on the plans and conversations talking placing about a sports complex in south Billings and the purchase of land next to Amend. He discussed the timeline for improvements happening at Amend as well.

Ravalli County TBID Legalities Update – Alex updated the Board on the issues surrounding the Ravalli County lawsuit and the conversations that took place with the TBID lawyer.

The Board decided not to engage in further legal conversations.

MOTION: George motioned to approve; Joe seconded; Motion carried.

Board Liability and FY19 Forms – Alex informed the Board of the Board Liability Insurance that TBID carries. Alyssa has the Board sign the new FY19 commitment forms.

Marine Corp. League Attendance Building Recap – Alyssa updated the Board on the Marine Corp League attendance building. She discussed the excitement surrounding Billings and Montana. Ron also updated the Board on the number of rooms sold during the first day.

New Business

Entrepreneurship Center – Dena presented the new Entrepreneurship program to the Board. She talked about the emphasis on Tourism. She discussed the goals and experiential Business (Adventure).

Request for a motion to support ADventure in the amount of \$5,000.

MOTION: George motioned to approve the minutes; Lori seconded; Motion carried.

OBSD Update – John updated the Board on the continued progress with OBSD. He invited the Board to be a part of the Friday Coffee Meetups to help educate the public on how this benefits our community.

NAIA Bid 2021-2024 – Alex updated the Board on the progress with NAIA. She discussed how we lost Wells Fargo as the title sponsor. Alex also presented the Board with the opportunity to bid for the new format. The bid is for four years and is due December 1st.

Request for a motion to move forward with NAIA bid for 2021-2024.

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

VisaVue Reporting How-To – Alex walked the Board through the VisaVue reports and the valuable insight it provides.



Partner Update

Chamber of Commerce –

Sean Lynch discussed the upcoming Chamber Annual Meeting on September, 18th at Billings Hotel and Convention Center.

Board Comments

Ron informed the Board that some of the USS Billings crew would be in Billings in October.

George made a motion to adjourn the meeting; Brian seconded. Meeting adjourned at 11:00 a.m.

Submitted by Alyssa Voeltz

FINANCIAL STATEMENT VARIANCE REPORT

TBID Board of Directors As of September 30, 2018

Revenue over expenses is \$5,830 over budget.

Revenue is \$1,132 over budget from assessment and interest income.

Expenses are \$4,698 under budget.

- Staff Expenses are \$957 under budget.
- Administrative Expenses are \$370 under budget.
 - Legal & Accounting is over budget \$1,188 for legal fees (Ravalli County TBID).
 - Equipment, Office Supplies, Meetings and Postage are under budget \$1,262.
- Marketing Expenses are \$3,371 under budget from the following:
 - Advertising is under budget \$1,064 from Google SEO due to timing.
 - General Opportunity is \$1,885 under budget.
 - Sales Expense is over budget \$579 from the Montana Planner FAM.
 - Website is under budget \$804 due to timing of when work is performed and necessary.

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

	CURRENT MONTH		YEAR TO DATE			LAST YEAR
	Actual	Budget	Sept 2018	Sept 2018	2018-19 Annual	Sept 2017
			Actual	Budget	Budget	Actual
Income						
4001100 · TBID Assessments	8,428	8,400	919,844	919,400	1,750,000	978,449
4001500 · Miscellaneous Income	238	-	688	-	-	345
Carryover from 2017-2018	-	-	-	-	-	-
Total Income	8,666	8,400	920,532	919,400	1,750,000	978,793
Expense						
5001000 · Staff Expenses						
5007000 · Wages	36,419	36,425	92,225	92,233	304,858	87,815
5007100 · FICA Expense	2,698	2,809	6,103	6,359	22,829	5,832
5007200 · Unemployment Expense	197	350	531	1,050	4,202	468
5007400 · Health & Accident Expense	3,003	3,030	8,981	9,090	36,569	7,852
5007500 · Retirement Expense	2,444	2,550	5,907	5,987	21,567	5,188
5007700 · Workers Compensation Expense	140	135	420	405	1,620	420
5007800 · Staff Employment Expense	-	-	-	-	-	-
Total 5001000 · Staff Expenses	44,901	45,299	114,167	115,124	391,645	107,576
5009000 · Administrative Expenses						
5009200 · Computers	1,938	1,945	2,414	2,435	16,540	4,591
5009300 · Equipment & Repair Expense	280	355	821	1,065	6,760	987
5009500 · Liability Insurance	-	-	1,843	1,750	2,300	1,595
5009600 · Meeting Expenses	985	1,159	2,007	2,477	13,350	2,214
5009650 · TBID Communications	-	-	81	100	3,700	3,689
5009700 · Office Supplies	256	105	1,132	1,155	2,740	847
5009750 · Postage	212	417	1,745	2,051	9,000	2,239
5009800 · Professional Training	325	650	2,630	2,955	12,400	5,726
5009850 · Legal and Accounting	-	550	4,238	3,050	16,700	-
5009900 · Telephone/Wireless Equipment	374	513	1,297	1,539	6,156	1,323
Total 5009000 · Administrative Expenses	4,370	5,694	18,207	18,577	89,646	23,211
5150000 · Marketing Expenses						
5151000 · Advertising	7,859	6,191	167,609	168,673	652,500	208,455
5151500 · Film Recruitment	-	-	-	-	1,000	-
5152000 · Opportunity	18,187	20,000	20,915	22,800	165,709	28,425
5152500 · Printed Materials	2,390	2,390	2,590	2,590	97,500	8,966
5153000 · Publicity	755	795	15,327	15,675	47,000	37,316
5154000 · Sales Expenses	3,495	3,775	22,654	22,075	216,500	7,388
5155000 · Tradeshow/Conventions	1,055	850	23,356	23,150	57,000	14,972
5156000 · Visitor Information Center	-	100	144	200	10,500	179
5156500 · Web Site	2,681	2,945	4,971	5,775	21,000	5,534
Total 5150000 · Marketing Expenses	36,421	37,046	257,567	260,938	1,268,709	311,233
Total Expense	85,692	88,039	389,941	394,639	1,750,000	442,020
	(77,026)	(79,639)	530,591	524,761	-	536,773

Cash	Current Month	Last Month	Last Year
Unrestricted	532,305	607,617	543,678
NAIA Tournament	7,161	3,461	4,033
Unearned Revenue	-	-	-
Contract Reserves	18,750	18,750	-
BOD Restricted	196,539	212,913	50,000
Total Cash	754,756	842,741	597,712





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

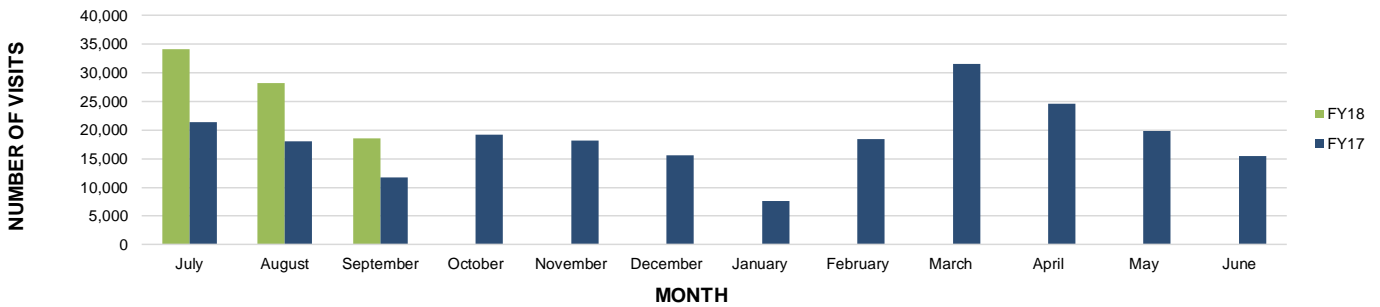
BOOKINGS

	Q1	Q2	Q3	Q4	TY TD	FY Goal	% to Goal
Group	20				20		
Room Nights	10,703				10,703		

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	28,261	18,597	0	0	0	0	0	0	0	0	0	80,965

VisitBillings.com Visits



VISITOR SERVICES

	Q1	Q2	Q3	Q4	TY TD
Served Events	13				13
Visitor Packets	4,437				4,437

AVIATION PASSENGERS

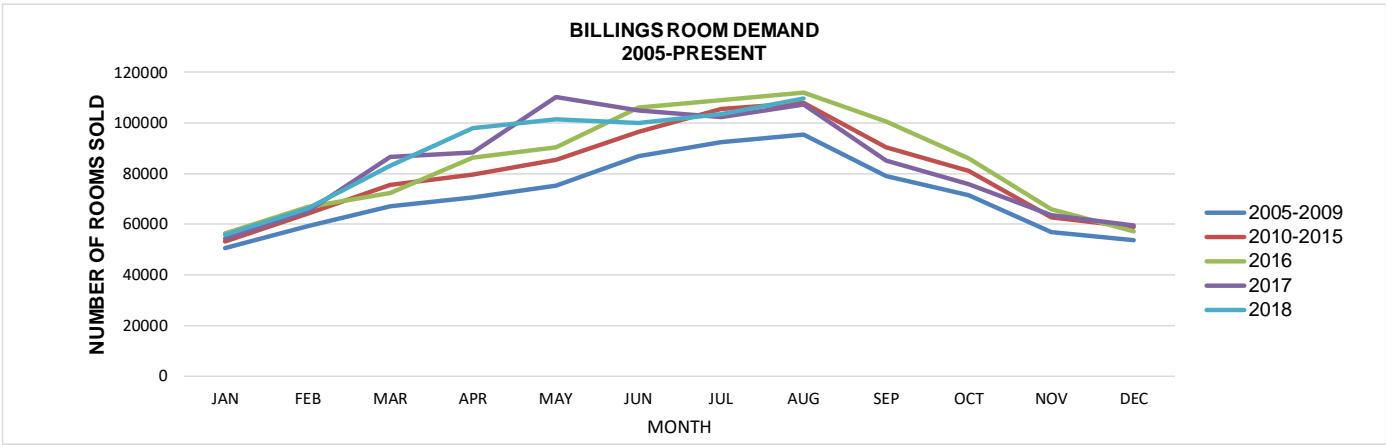
	Q1	Q2	Q3	Q4	TY TD
Total Deplanements					0
Total Enplanements					0

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	-1.7	0.9					-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	103,486	109,516					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	61.3%	62.0%
Montana	60.7%	61.5%
United States	67.6%	67.1%
Bozeman, MT	73.8%	72.6%
Missoula, MT	66.7%	67.1%
Rapid City, SD	57.7%	59.5%
Sioux Falls, SD	63.1%	62.9%
Bismarck, ND	55.8%	66.6%
Boise, ID	73.9%	75.8%
Madison, WI	66.8%	66.3%
Helena, MT	61.5%	65.5%
Great Falls, MT	60.1%	62.4%

CURRENT MONTH OCCUPANCY		
August		
LOCATION	2018	2017
Billings, MT	73.0%	72.3%
Montana	77.9%	81.1%
United States	71.4%	70.6%
Bozeman, MT	91.1%	88.4%
Missoula, MT	88.0%	93.7%
Rapid City, SD	79.8%	82.1%
Sioux Falls, SD	73.1%	70.6%
Bismarck, ND	63.7%	63.8%
Boise, ID	82.5%	82.8%
Madison, WI	83.9%	75.9%
Helena, MT	73.6%	78.5%
Great Falls, MT	73.2%	75.8%

