



BILLINGS TOURISM BUSINESS IMPROVEMENT DISTRICT

BOARD OF DIRECTORS | REGULAR MEETING AGENDA*

November 13th, 2025 | 8:30 a.m.

BILLINGS CHAMBER OF COMMERCE BOARDROOM | 815 SOUTH 27TH STREET

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

*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.

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| I. | Call to Order – J. Schoenhard..... | 8:30 |
| II. | Public Comment – J. Schoenhard | |
| | i. Comments offered regarding items not included on the agenda (3-minute limit/person) | |
| III. | BTBID Partner Updates | 8:35 |
| | i. Billings Chamber of Commerce Monthly Update – Heather McDowell, Billings Chamber BOD Liaison | |
| | ii. MetraPark Advisory Board Monthly Update- J. Studiner, BTBID Board Liaison | |
| IV. | Approval of September Board Meeting Minutes – J. Schoenhard (Pgs. 2-5)..... | ACTION |
| V. | Approval of September & October FY26 Financial & Variance Reports – M. Stevenson (Pgs. 6-7) | ACTION |
| VI. | New Business: J. Schoenhard /A. Eggart..... | 8:50 |
| | i. Yellowstone International Airshow: J. Penwell, M. McDonald | ACTION |
| | ii. Marketing Update: M. Pennington, M. Malmstrom | |
| | iii. Sports Update: C. Conlon | |
| | iv. Group Tour Update: P. Mulvaney | |
| VII. | Old Business: J. Schoenhard /A. Eggart..... | 9:20 |
| | i. Bylaws and Policies Committee Update: J. Schoenhard, A. Eggart | |
| | ii. MOU Committee Update: J. Schoenhard, A. Eggart | |
| VIII. | Board Comments – J. Schoenhard | |
| IX. | Adjournment | 10:15 |
| X. | Strategic Planning Session | |

TBID Board of Directors

MEETING MINUTES

September 11, 2025

Board Members Present: Jordan Clayton, Shelli Mann, Jase Muri, Joe Studiner, Jeff Schoenhard, Steve Wahrlich via Owl

Board Members Absent: George Maragos

Ex-Officios Present: Heather McDowell, Sibanye Stillwater, Chamber Board Liaison

Ex-Officios Absent:

Staff Present: Dan Brooks, Kyra Cousins, Casey Conlon, Aly Eggart, Maddie Malmstrom, Polly Mulvaney, Marya Pennington, Megan Stevenson

Staff Absent: John Brewer

Others Present: Lacey Gardner, Boothill Inn & Suites; Kami Quigley, Big Horn Resort; Kasey Keith, Sure Stay Hotels; Becky Meidinger, InterMountain Hotel Management; Cathy Cullen-Kuhr, Erck Hotels; Josh Benson, Holiday Nights

Call to Order: Jeff called the meeting to order at 8:31 a.m.

Public Comment: Steve brought up insuring that we are educating our stakeholders that even though we are up in supply, demand is also slightly up. So, while occupancy reflects a low number, overall, the market is keeping up. Discussion was had to have the TBID Board send a letter reflecting this information to all stakeholders to ease concern regarding occupancy rates.

Becky shared that the Courtyard by Marriott is under new ownership with InterMountain Hotel Management and she has accepted a new position with them as the Area Director of Sales.

BTBID Partner Updates:

Billings Chamber of Commerce Monthly Update: Heather thanked the board for their approval of the management agreement and reminded the board of the Chamber Annual Celebration Meeting coming up on September 18th, at the Billings Hotel and Convention Center.

MetraPark Advisory Board Monthly Update: No current update as the advisory board did not meet this month.

Approval of Board Minutes:

Request for a motion to approve the July meeting minutes.

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

Approval of Financial & Variance Reports:

Request for a motion to approve the financial and variance reports.

MOTION: Jase motioned to approve; Shelli seconded. Motion carried.

Approval of Board Officers:

Request for a motion to approve Board Officers, Jeff Schoenhard, Joe Studiner, and Jordan Clayton to become bank signers in addition to John Brewer, CEO.

MOTION: Shelli motioned to approve; Jase seconded. Motion carried.

New Business:

Holiday Nights: Josh re-introduced himself to the TBID Board and provided a presentation for Holiday Nights that reflected last year's Return on Investments as well as projected numbers for the upcoming holiday season.

Approval of Holiday Nights Sponsorship:

Request for a motion to approve a Holiday Nights Sponsorship at \$5,000 for the 2025 season.

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

Chamber Elections Matter: Dan provided an overview of the Chamber endorsement and election process as well as provided a packet of information to each board member containing this year's candidates.

Investment Options: Aly and Megan presented the TBID financials to the board. It was recommended that a dedicated \$375,000 for Air Service be placed into 90-day Certificate of Deposit (CD).

It was also shared that the savings account was transitioned into a money market account, which earns 3% interest. The recommendation is to leave the remainder of the funds liquid until January collections and then reassess.

Approval of Investment Options:

Request for a motion to approve the Investment Options above indicating that \$375,000 will be placed into a 90-day CD.

MOTION: Jordan motioned to approve; Shelli seconded. Motion carried.

Investment Policy: Aly and Megan presented a draft of an investment policy to the board. The primary goal of this policy is to extend the budgets reach. This investment policy will include specific investment guidelines, and the appointed investment committee will be responsible for reviewing the policy at the beginning of each calendar year. The board plans to vote on the Investment Policy at either October or November TBID board meeting.

Old Business:

Key Performance Indicators: Aly presented key performance indicators (KPIs) to the board and shared her recommendations for five specific items from the strategic plan to benchmark. She also reviewed the PACE Report with the board and detailed the changes she and Megan made to the report's format for board presentations that will be made monthly and quarterly. A reminder was given that staff have more detailed, formal KPIs they use daily.

Board members provided feedback on the visuals, suggesting that not all historical years need to be shown on the two graphs and to possibly be converted to bar graphs instead of line graphs, and to display a five-year look back.

Bylaws and Policy Committee: Jeff and Aly proposed a refreshment of the organization's policies and bylaws, noting that they were last reviewed in 2017. A committee will be formed to review the documents, make any necessary changes, and ensure they are up to date and clearly written. The review will also include a process for addressing properties that are not in compliance. The goal is to have the revised documents presented to the full board by November. Joe, Jase, and Jeff volunteered to sit on this committee.

Approval of the Bylaws and Policy Committee:

Request for a motion to approve the Bylaws and Policy Committee including committee members Joe, Jase, and Jeff.

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

Board Comments:

Shelli announced two key dates: the next YLA meeting will take place on September 24th at 3:00pm hosted by the Best Western ClockTower Inn, and the MLHA conference from October 21-23. Shelli noted the great involvement from Billings stakeholders after receiving membership and announced her appointment to the Tourism Advisory Council. Shelli shared that the Boothill Inn & Suites is no longer for sale.

Jase reported on a conversation with the National Bowling League and noted that 2031 is still available to host. He mentioned that a couple of other events could potentially come to Billings. During a discussion for the Annual Celebration, Jase preferred to offer champagne during the toast after Visit Billings brand relaunch.

Adjournment: Joe motioned to adjourn.

Meeting adjourned at 9:59 a.m.

Submitted by K. Cousins

BILLINGS TBID BOARD OF DIRECTORS
FINANCIAL STATEMENT VARIANCE REPORT
AS OF September 30, 2025

Revenue over expenses is \$62,714 under budget.

Revenue is \$76,654 under budget.

- Assessment income is under budget \$79,240. At the time of this report, two properties are still outstanding in the amount of \$78,984.
- Interest income is over budget \$2,586.

Expenses are \$13,941 under budget.

- Staff Expenses are \$12,217 under budget.
- Administrative Expenses are \$1,168 under budget.
- Marketing Expenses are \$555 under budget.
 - Advertising is under budget \$1,809.
 - Publicity is over budget \$1,979 from Research.
 - Sales is under budget \$393.

Tourism Business Improvement District
Profit & Loss
Budget vs. Actual
September 2025

	CURRENT MONTH		YEAR TO DATE		2025-26 Annual Budget	LAST YEAR	PREVIOUS YEAR	VARIANCE
	Actual	Budget	Sept 2025	Sept 2025		Sept 2024	Sept 2023	Actual to Budget
			Actual	Budget		Actual	Actual	
Income								
4001100 · TBID Assessments	-	-	1,620,760	1,700,000	3,400,000	865,868	872,806	(79,239.99)
4001500 · Miscellaneous Income	3,701	1,250	6,336	3,750	15,000	7,242	10,854	2,585.95
Carryover used for budget	-	-	45,000	45,000	45,000	231,000	259,174	0.00
Total Income	3,701	1,250	1,672,096	1,748,750	3,460,000	1,104,110	1,142,834	(76,654.04)
Expense								
5001000 · Staff Expenses								
5007000 · Wages	60,505	64,100	136,822	143,900	526,700	123,222	101,855	(7,078.11)
5007100 · FICA Expense	3,941	5,000	9,539	11,200	41,000	9,111	7,753	(1,660.62)
5007200 · Unemployment Expense	210	285	702	905	3,900	596	339	(203.00)
5007400 · Health & Accident Expense	6,527	7,000	19,074	21,000	102,600	12,746	9,767	(1,926.33)
5007500 · Retirement Expense	3,988	4,900	10,560	11,775	42,100	8,463	6,372	(1,215.22)
5007700 · Workers Compensation Expense	150	200	466	600	2,400	451	364	(133.75)
5007801 · HR Contract	1,900	1,600	1,900	1,900	10,000	-	-	0.00
5007802 · Chamber Agreement	7,500	7,500	7,500	7,500	30,000	20,000	20,000	0.00
Total 5001000 · Staff Expenses	84,721	90,585	186,563	198,780	758,700	174,589	146,450	(12,217.03)
5009000 · Administrative Expenses								
5009200 · Computers	2,118	2,150	3,847	4,025	21,750	5,545	3,802	(177.57)
5009300 · Equipment & Repair Expense	169	165	503	515	2,500	401	489	(11.96)
5009500 · Liability Insurance	-	-	2,079	2,200	2,700	2,079	2,054	(121.00)
5009600 · Meeting Expenses	1,378	1,350	3,294	3,350	13,000	2,982	2,337	(55.68)
5009650 · TBID Communications	893	900	922	950	2,100	29	170	(28.10)
5009700 · Office Supplies	62	40	257	220	4,300	2,360	340	36.52
5009750 · Postage	135	200	1,438	1,500	5,000	1,719	895	(62.00)
5009800 · Professional Training	1,500	1,600	2,955	3,000	28,150	3,340	2,235	(44.52)
5009850 · Legal and Accounting	1,000	1,000	2,750	2,800	24,600	500	13,709	(50.00)
5009900 · Telephone/Wireless Equipment	656	755	1,611	2,265	9,100	1,679	1,497	(653.70)
5009950 · Rent	17,200	17,200	17,200	17,200	68,700	-	-	0.00
Total 5009000 · Administrative Expenses	25,111	25,360	36,857	38,025	181,900	20,634	27,529	(1,168.01)
5150000 · Marketing Expenses								
5151000 · Advertising	119,385	119,400	298,691	300,500	859,500	215,515	236,016	(1,809.00)
5151500 · Film Recruitment	-	-	-	-	500	-	-	0.00
5152000 · Opportunity	5,526	5,900	72,654	72,900	799,000	7,089	15,692	(245.51)
5152500 · Printed Materials	911	900	960	1,000	104,000	3,385	2,362	(40.00)
5153000 · Publicity	8,038	8,100	60,579	58,600	188,500	31,739	26,792	1,978.92
5154000 · Sales Expenses	10,141	10,000	71,007	71,400	257,800	27,909	20,600	(393.15)
5155000 · Tradeshows/Conventions	23,980	24,000	66,699	66,700	213,500	28,062	22,234	(1.06)
5156000 · Visitor Information Center	120	100	26,020	26,000	49,100	3,890	3,600	20.48
5156500 · Web Site	1,976	2,000	8,334	8,400	47,500	12,432	6,997	(66.18)
Total 5150000 · Marketing Expenses	170,077	170,400	604,945	605,500	2,519,400	330,020	334,293	(555.50)
Total Expense	279,910	286,345	828,364	842,305	3,460,000	525,243	508,272	(13,940.54)
Total Net Income	(276,209)	(285,095)	843,732	906,445	-	578,867	634,562	(62,713.50)

Cash	Current Month	Last Month	Last Year
Unrestricted	769,813	1,030,971	584,666
Unearned Revenue	-	-	-
Rebranding Project	24,199	33,225	67,225
CD - Air Service	375,000	375,000	375,000
BOD Restricted	125,447	125,447	125,447
Total Cash	1,294,460	1,564,643	1,152,338
Assessments O/S	96,158	17,174	-

BILLINGS TBID BOARD OF DIRECTORS
FINANCIAL STATEMENT VARIANCE REPORT
AS OF October 31, 2025

Revenue over expenses is \$14,450 over budget.

Revenue is \$9,906 under budget.

- Assessment income is under budget \$11,604. At the time of this report, one property is still outstanding in the amount of \$32,344.
- Interest income is over budget \$1,699.

Expenses are \$24,356 under budget.

- Staff Expenses are \$20,689 under budget due to planning for a position that has not yet been hired yet.
- Administrative Expenses are \$1,280 under budget.
- Marketing Expenses are \$2,387 under budget.
 - Advertising is under budget \$1,235 from timing of projects.
 - Publicity is over budget \$1,942 from Research.
 - Sales is under budget \$606.
 - Tradeshow is under budget \$2,128.

Tourism Business Improvement District
Profit & Loss
Budget vs. Actual
October 2025

	CURRENT MONTH		YEAR TO DATE		2025-26 Annual Budget	LAST YEAR	PREVIOUS YEAR
	Actual	Budget	Oct 2025 Actual	Oct 2025 Budget		Oct 2024 Actual	Oct 2023 Actual
Income							
4001100 · TBID Assessments	67,636	-	1,688,396	1,700,000	3,400,000	869,040	872,806
4001500 · Miscellaneous Income	363	1,250	6,699	5,000	15,000	9,471	13,456
Carryover used for budget	-	-	45,000	45,000	45,000	231,000	259,174
Total Income	67,998	1,250	1,740,094	1,750,000	3,460,000	1,109,511	1,145,436
Expense							
5001000 · Staff Expenses							
5007000 · Wages	32,730	39,100	169,552	183,000	526,700	170,276	131,483
5007100 · FICA Expense	2,135	3,100	11,675	14,300	41,000	12,576	9,981
5007200 · Unemployment Expense	74	335	776	1,240	3,900	739	434
5007400 · Health & Accident Expense	6,527	7,000	25,601	28,000	102,600	18,323	13,055
5007500 · Retirement Expense	2,721	3,075	13,281	14,850	42,100	11,463	8,239
5007700 · Workers Compensation Expense	150	200	616	800	2,400	610	505
5007801 · HR Contract	900	900	2,800	2,800	10,000	-	-
5007802 · Chamber Agreement	2,500	2,500	10,000	10,000	30,000	20,000	20,000
Total 5001000 · Staff Expenses	47,738	56,210	234,301	254,990	758,700	233,988	183,697
5009000 · Administrative Expenses							
5009200 · Computers	1,085	1,000	4,932	5,025	21,750	6,603	6,555
5009300 · Equipment & Repair Expense	159	165	662	680	2,500	542	793
5009500 · Liability Insurance	509	500	2,588	2,700	2,700	2,079	2,054
5009600 · Meeting Expenses	987	900	4,281	4,250	13,000	4,791	3,614
5009650 · TBID Communications	-	-	922	950	2,100	29	170
5009700 · Office Supplies	521	540	777	760	4,300	2,958	1,175
5009750 · Postage	44	-	1,482	1,500	5,000	1,930	1,022
5009800 · Professional Training	683	750	3,639	3,750	28,150	3,340	4,981
5009850 · Legal and Accounting	175	200	2,925	3,000	24,600	500	17,297
5009900 · Telephone/Wireless Equipment	536	755	2,147	3,020	9,100	2,130	2,031
5009950 · Rent	5,700	5,700	22,900	22,900	68,700	-	-
Total 5009000 · Administrative Expenses	10,398	10,510	47,255	48,535	181,900	24,902	39,691
5150000 · Marketing Expenses							
5151000 · Advertising	68,674	68,100	367,365	368,600	859,500	272,959	285,432
5151500 · Film Recruitment	-	-	-	-	500	-	-
5152000 · Opportunity	53,466	53,500	126,121	126,400	799,000	15,717	16,788
5152500 · Printed Materials	11,836	11,800	12,796	12,800	104,000	4,190	5,059
5153000 · Publicity	11,163	11,200	71,742	69,800	188,500	32,366	28,501
5154000 · Sales Expenses	3,287	3,500	74,294	74,900	257,800	36,801	27,848
5155000 · Tradeshow/Conventions	4,873	7,000	71,572	73,700	213,500	35,640	30,725
5156000 · Visitor Information Center	68	100	26,088	26,100	49,100	3,890	3,600
5156500 · Web Site	2,001	2,000	10,334	10,400	47,500	15,048	7,996
Total 5150000 · Marketing Expenses	155,369	157,200	760,313	762,700	2,519,400	416,611	405,949
Total Expense	213,505	223,920	1,041,869	1,066,225	3,460,000	675,501	629,337
Total Net Income	(145,506)	(222,670)	698,225	683,775	-	434,010	516,099

Cash	Current Month	Last Month	Last Year
Unrestricted	620,679	769,813	440,278
Unearned Revenue	-	-	-
Rebranding Project	14,699	24,199	67,225
CD - Air Service	375,000	375,000	375,000
BOD Restricted	125,447	125,447	125,447
Total Cash	1,135,825	1,294,460	1,007,950
Assessments O/S	32,344	96,158	-

Visit Billings Staff Updates for October 2025

Aly Eggart: Executive Director

October was a busy and productive month for the Visit Billings team, marked by travel, major events, and continued brand momentum. The rebrand continues to progress smoothly, with refreshed creative now appearing on local billboards and new airport installations slated to go up this month. The team represented Billings well through fall hospitality activations, including Harvest Fest and the GNAC Cross Country Championship, where visitor experience remained front and center. Aly traveled to Sacramento to complete her next course toward the Certified Destination Management Executive (CDME) credential, focused on Advocacy and Community Relations, which provided valuable insight into how destination organizations can effectively shape public perception and policy support. The course content will be instrumental as Visit Billings advances its advocacy and communication strategies in the months ahead.

Marya Pennington: Marketing Director

Visit Billings successfully launched its new Digital Asset Management system, Air, enhancing team efficiency and accessibility to visual content. Marya presented at the Montana PRSA Ignite Conference in Missoula, where she spoke about the Barcelona Principles and Visit Billings' earned media scorecard, earning strong feedback from communications peers statewide. Locally, Visit Billings earned positive exposure through a Billings Gazette feature spotlighting favorite special-occasion restaurants, complemented by a half-page story featuring The Granary. The Winter campaign officially launched, with refreshed billboards, including the large placement on the Walkers Grill building, showcasing the updated brand look. Marya also served as a board liaison during the Visit Southeast Montana Board Retreat at the Best Western Plus Clocktower Inn, fostering collaboration on regional tourism priorities.

Maddie Malmstrom: Content Coordinator

With the holidays approaching, Maddie has been driving festive storytelling across Visit Billings' digital channels. The upcoming blog, '5 Holiday Traditions You Can Only Find in Billings,' highlights local experiences that inspire travel during the season. October's social media performance continued to shine, reels and videos reached audiences in key fly markets including Denver, Chicago, Atlanta, and New York, collectively generating over two million views. This expanded reach builds brand awareness and reinforces Billings' position as a year-round destination for visitors seeking authentic Montana experiences.

Casey Conlon: Sports Tourism Director

Even as fall temperatures cooled, sports activity in Billings remained strong. Visit Billings supported several key events, including the GNAC Cross Country Championships at Amend Park and MSUB's Division II Basketball Tip-Off Tournament, providing hospitality services that received excellent feedback. Casey attended the TEAMS Conference in Columbus, Ohio, the nation's largest sports tourism event, where he met with 33 event-rights holders and generated several promising leads for future tournaments in Billings' upcoming facilities. The month's biggest announcement was confirmation that Banana Ball will make its only Montana stop in Billings next August for a three-game series at Dehler Park. Each night is expected to draw 4,600–5,000 fans, with significant out-of-town visitation anticipated. Additionally, a new Junior A hockey team will begin play at the Signal Peak Energy Ice Arena in September 2026, with official details to be announced during a press event on November 11.

Polly Mulvaney: Group Sales Manager

Polly focused on deepening travel trade and meetings engagement in October. She represented Visit Billings at the Montana Lodging & Hospitality Conference in Missoula, followed by Connect West Marketplace in Lake Tahoe, conducting 33 appointments with meeting planners to promote future business opportunities for the destination. She

responded to eight new RFPs, six through Cvent and two tied to military reunions, and continued to provide planning support for three confirmed conventions. On the group travel front, Polly assisted both domestic and international operators, including Our Place Tours and Califun, to integrate Billings into their itineraries through experiences highlighting local culture, outdoor recreation, and museums.

Kyra Cousins: Visitor Services Manager

In October, the Certified Tourism Ambassador (CTA) team completed another successful CTA Course and began work toward renewing Visit Billings' Certified Autism Center designation through the International Board of Credentialing and Continuing Education Standards (IBCCES). Engagement highlights included operating a downtown booth at Harvest Fest to share visitor and community information, hosting an exhibitor booth at the Montana Outdoor Recreation Summit, and providing full-scale hospitality for ten visiting university athletes during the GNAC Cross Country Championship. Kyra also coordinated and submitted edits for the upcoming Visitor Guidebook, ensuring an updated and engaging resource for 2026 visitors.