



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

**BILLINGS TOURISM BUSINESS IMPROVEMENT DISTRICT  
BOARD OF DIRECTORS MEETING  
AGENDA\*\***

**February 10, 2022 | 8:30 a.m.**

**Billings Logan International Airport\*  
Room 217**

*\*Please bring your parking stub to the meeting. BIL staff can validate it at the meeting.*

*\*This is a federal facility. Face masks are required.*

*\*\*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 – G. Maragos, Chairman ..... 8:30
- II. Public Comment – Comments offered regarding items not included on the agenda (three-minute limit/person)
- III. Partner Update ..... 8:35
  - a) Billings Chamber of Commerce Update – Toby O’Rourke, Chamber BOD Liaison
  - b) SBURA Update – Ron Spence, Sports Facility Design Committee/CORE Meeting Update
  - c) Board Comments – If needed due to shortened agenda for BIL tour
- IV. Approval of January 2022 Meeting Minutes – G. Maragos (Pg. 2-3) ..... ACTION
- V. Approval of January 2022 Financial & Variance Reports – M. Stevenson (Pgs. 4-5) ..... ACTION
- VI. New Business ..... 8:45
  - a) Billings Police Department & Lodging Business Partnership – R. Spence
    - i. Guest: Office Seth Foster, Billings Police Department
  - b) BIL Renovation & Expansion Update – G. Maragos
    - i. Guest: Kevin Ploehn, Director – Aviation & Transit, City of Billings
- VII. Old Business ..... 9:30
  - a) FY22 Leisure Marketing Insights – A. Eggart
    - i. Minneapolis Campaign Takeover with Visit Southeast Montana
  - b) Visit Billings Strategic Plan Update/Steering Committee Meeting Wrap Up – G. Maragos
  - c) Immersion Follow Up – A. Tyson
- VIII. Adjournment – G. Maragos ..... 9:45
- IX. BIL Tour – K. Ploehn ..... 10:00



# TBID BOARD OF DIRECTORS MINUTES JANUARY 13, 2022

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**Board members present:** Ron Spence, Joe Studiner, George Maragos, Steve Wahrlich, Jeff Schoenhard, Shelli Mann

**Board members absent:** Lori Walker

**Ex-officio member absent:** Toby O'Rourke

**Staff present:** Alex Tyson, Luke Ashmore, Aly Eggart, Emily Pinnow, John Brewer

**Staff absent:** Megan Stevenson

**Others present:** Ginny Hart, Quality Inn & Suites; Jordan Clayton, TownePlace Inn & Suites

**Call to order:** George called the meeting to order at 8:31 AM.

**Public comments:** None

**Partner update(s):**

**Strategic Partners' Work Session Update:** John provided an update on the strategic partners' recent work session. Discussed public safety priorities and quality of place matters including trail programs and trail funding. Privatization of MetraPark continues to be explored. Infrastructure discussion focused on housing. Work force focused on housing and DEI, recruit, and talent retainment. Encouraging private management for MetraPark modeling Spokane and Omaha. Meeting on January 18 to further discussion. The DEII program's first graduation occurred. Next session beginning soon. The DEII session for stakeholders will be made part of William Henry's April conference to be held at DoubleTree by Hilton.

**SBURA Update:** Ron updated the board. SBURA has hired A&E to do phase one proposals of the project. They will provide design, operating cost, and construction costs for phase one. Future of SBURA involves Parks and Recreation managing the facility when complete.

**Approval of board minutes:**

Request for a Motion to approve the December meeting minutes with adjustment to the date in the header.

MOTION: Steve motioned to approve; Ron seconded. Motion carried.

**Approval of financial and variance reports:**

Request for a Motion to approve the financial & variance reports:

MOTION: Ron motioned to approve; Steve seconded. Motion carried.

**Allocation of Q2 Uncommitted Funds:** Alex provided an overview of the TBID assessment history and discussed the use of uncommitted funds from Q2. Unallocated funds from additional revenue proposed to be used for strategic plan, airport installation, and sports tourism position and board committed reserves in total of \$247,114

Request for a Motion to approve the allocation of Q2 uncommitted funds:

MOTION: Steve motioned to approve; Jeff seconded. Motion carried.

**Old business:**

**Visit Billings Strategic Plan Preparation, Steering Committee, First Steps:** Alex updated the board regarding the formal kick off coming up and introduced the project steering committee. The February 7-9 Immersion session with the strategy consultants along with 30 min 1-on-1 interviews with community leadership and stakeholders are being organized.

**Certified Autism Destination Update:** Checking to see who has completed the certification up to this point, landing page for website, and IBCCES info are also current components to this project.

**Sports Tourism Manager Follow up:** The position has been removed from LinkedIn and SportsETA. Good applicant pool. Alex is beginning to narrow down the list and choose interviewees.

**BIL: Installations:** Luke showed blueprints for the airport installations, explained what the three boards are going to look like, scenic, brew trail, and great American road trip and loop tours will be included. SEMT taking over current Visit Billings installation.

**Billings Trail Guides: A Call for Presentations:** Luke shared his updated presentation for Trail Guide training. He also created a Calendly scheduling link.

**FY22 Leisure Marketing Insights**



- Summer 2021 Campaign Final Report
- Minneapolis Campaign Takeover with Visit Southeast Montana: shared creative mock-ups, planned press event with writers, influencers, and content creators.
- Road Race Destination Campaign: boosting summer races in Billings, with a regional push focused on Billings' races.

**TBID Board Comments:**

- Shelli shared MLHA conference will be located at the Northern Hotel. Theme will be focused on promoting Billings and Southeast Montana.
- Ron announced at the next board meeting Billings PD is joining to present ways for the lodging industry to work with BPD during high event times.
- Steve raised a question about the Chamber's office location plans. John addressed there will be a plan in place in June.
- Year is filling up with wrestling, basketball, and other tournaments. Discussion of promoting Billings as the wrestling capital of the region.

**Adjournment:** George asked for adjournment of the meeting at 10:28 AM.

Steve motioned. Ron seconded. Meeting adjourned.

*Submitted by E. Pinnow & Alex Tyson*

**TBID Board of Directors**  
**Financial Statement Variance Report**  
**As of December 31, 2021**

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Revenue over expenses is \$92,261 over budget.

Revenue is \$45,475 over budget from assessment income.

As of December 31, 2021, there were a total of four properties that had not yet paid. Payment for two properties was received in January and two properties are still outstanding (\$40,020). Staff will continue to monitor payments.

- Assessment income is over budget from conservative estimates for the spring 2021 collections.

Expenses are \$46,787 under budget.

- Staff Expenses are \$33,503 under budget due to savings from open staff positions.
- Administrative Expenses are \$5,667 under budget from computers, equipment, meetings, postage, and telephone expenses.
- Marketing Expenses are under budget \$7,617 from the following:
  - Advertising is under budget \$2,344.
  - Tradeshows is under budget \$3,809 from savings for the ACGI show.
  - Opportunity, Publicity and Sales Expense are under budget.



**Tourism Business Improvement District  
Profit & Loss  
Budget vs. Actual  
January 2022**

	CURRENT MONTH		YEAR TO DATE			LAST YEAR	PREVIOUS YEAR
	Actual	Budget	January 2022	January 2022	2021-22 Annual Budget	January 2021	January 2020
			Actual	Budget		Actual	
<b>Income</b>							
4001100 - TBID Assessments	45,350	-	1,269,502	1,224,107	1,224,107	1,574,937	1,838,723
4001500 - Miscellaneous Income	10	-	80	-	-	151,241	3,098
Carryover used for budget	-	-	575,893	575,893	575,893	468,483	-
<b>Total Income</b>	<b>45,361</b>	<b>0</b>	<b>1,845,475</b>	<b>1,800,000</b>	<b>1,800,000</b>	<b>2,194,662</b>	<b>1,841,822</b>
<b>Expense</b>							
<b>5001000 - Staff Expenses</b>							
5007000 - Wages	27,786	29,700	179,386	197,100	358,200	143,398	203,969
5007100 - FICA Expense	1,797	2,200	12,582	15,400	27,000	11,139	14,492
5007200 - Unemployment Expense	461	280	1,013	1,880	3,400	893	1,134
5007400 - Health & Accident Expense	2,597	4,160	16,185	28,000	51,300	17,998	25,883
5007500 - Retirement Expense	1,625	1,650	11,047	11,150	18,400	10,765	13,606
5007700 - Workers Compensation Expense	116	140	764	950	1,700	702	1,018
5007800 - Staff Employment Expense	-	-	-	-	-	-	-
<b>Total 5001000 - Staff Expenses</b>	<b>34,383</b>	<b>38,130</b>	<b>220,977</b>	<b>254,480</b>	<b>460,000</b>	<b>184,895</b>	<b>260,102</b>
<b>5009000 - Administrative Expenses</b>							
5009200 - Computers	755	685	7,842	9,095	19,950	8,516	5,808
5009300 - Equipment & Repair Expense	284	415	1,803	2,505	3,500	579	1,097
5009500 - Liability Insurance	-	-	2,378	2,400	2,400	2,378	2,375
5009600 - Meeting Expenses	521	630	3,798	4,935	10,420	2,959	6,032
5009650 - TBID Communications	1,422	1,400	1,811	1,850	3,250	2,348	1,952
5009700 - Office Supplies	251	195	2,355	2,320	2,400	1,349	1,581
5009750 - Postage	173	250	1,911	2,250	5,000	897	1,654
5009800 - Professional Training	-	-	7,363	7,600	14,100	943	10,659
5009850 - Legal and Accounting	-	-	11,300	12,100	15,200	11,901	11,561
5009900 - Telephone/Wireless Equipment	469	627	3,212	4,385	7,420	2,606	3,319
<b>Total 5009000 - Administrative Expenses</b>	<b>3,874</b>	<b>4,202</b>	<b>43,773</b>	<b>49,440</b>	<b>83,640</b>	<b>34,476</b>	<b>46,037</b>
<b>5150000 - Marketing Expenses</b>							
5151000 - Advertising	54,853	56,000	283,426	285,770	801,670	293,434	326,810
5151500 - Film Recruitment	-	-	-	-	1,000	-	-
5152000 - Opportunity	3,742	4,000	24,857	25,200	80,000	501	26,746
5152500 - Printed Materials	1,985	2,000	1,985	2,000	56,500	7,229	14,822
5153000 - Publicity	55	-	28,666	29,050	59,950	23,973	29,045
5154000 - Sales Expenses	7,750	7,800	38,170	38,500	136,500	13,204	41,994
5155000 - Tradeshows/Conventions	-	-	5,591	9,400	54,100	10,832	51,239
5156000 - Visitor Information Center	318	400	364	450	25,600	3,600	8,396
5156500 - Web Site	988	1,595	16,309	16,615	41,040	18,864	17,144
<b>Total 5150000 - Marketing Expenses</b>	<b>69,690</b>	<b>71,795</b>	<b>399,368</b>	<b>406,985</b>	<b>1,256,360</b>	<b>371,637</b>	<b>516,195</b>
<b>Total Expense</b>	<b>107,948</b>	<b>114,127</b>	<b>664,118</b>	<b>710,905</b>	<b>1,800,000</b>	<b>591,008</b>	<b>822,334</b>
<b>Total Net Income</b>	<b>(62,587)</b>	<b>(114,127)</b>	<b>1,181,356</b>	<b>1,089,095</b>	<b>-</b>	<b>1,603,654</b>	<b>1,019,488</b>

Cash	Current Month	Last Month	Last Year
Unrestricted	1,379,609	1,492,197	1,604,906
Unearned Revenue	-	-	-
Contract Reserves	-	-	3,600
BOD Restricted	626,519	576,519	316,519
<b>Total Cash</b>	<b>2,006,128</b>	<b>2,068,715</b>	<b>1,925,025</b>

