



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*
January 14, 2021**

***LOCATION CHANGE: HAMPTON INN – 5110 SOUTHGATE DRIVE – 8:30 A.M.**

****Due to social distancing needs and existing restrictions, space is limited.**

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 – J. Studiner, Chairman.....8:30
- II. Moment of Silence – *In remembrance of Mr. Brian Arneson*
- III. Public Comment – Comments offered regarding items not included on the agenda (limit three minutes/person)
- IV. TBID FY20 Audit Review – M. Stevenson ACTION
 - a) Guest – Brian Van Steeland, CPA – Summers, McNea, and Company
- V. Approval of November Board Meeting Minutes – J. Studiner (Page 2) ACTION
- VI. Approval of November Financial & Variance Reports – M. Stevenson/A. Tyson (Pages 3-4) ACTION
- VII. Approval of December Financial & Variance Reports – M. Stevenson/A. Tyson (5-6) ACTION
 - a) FY21 Budget Review, Grant Funds, & Reflected Savings - M. Stevenson/A. Tyson
 - b) Collections Review & FY22 Budget Preparations - M. Stevenson/A. Tyson
- VIII. New Business..... 9:00-10:10
 - a) Board Vacancy – Due to death of Mr. Brian Arneson – J. Studiner/A. Tyson
 - b) Executive Committee Appointment – J. Studiner ACTION
 - c) Tribute to Mr. Arneson and assistance to his family – J. Studiner ACTION
 - d) Dover Park, Billings Bypass, and Yellowstone River Parks Association Planning – A. Tyson
 - i. Guest – Carolyn Sevier and YRPA Board Members
 - e) MetraPark Master Planning Discussion – J. Studiner/A. Tyson
 - i. Guest – Bill Dutcher and Tim Goodridge, MetraPark Management
- IX. Old Business10:10-10:25
 - a) RFP for Creative Agency Services Update – A. Murnion/L. Walker
 - b) Trailhead Tuesday Project – L. Ashmore/A. Murnion
 - c) Monthly COVID-19 Board Member Roundtable Discussion – J. Studiner
 - i. 2021 Meetings/Conventions/Sports Discussion – A. Tyson/G. Maragos
- X. Partner Update10:25-10:30
 - a) Chamber Update – D. Worstell, Chamber Board Liaison
 - b) YCLA Update (if available)
- XI. Adjournment – J. Studiner..... ACTION



**TBID BOARD OF DIRECTORS
MINUTES – November 12th, 2020**

Board Members Present: George Maragos, Steve Wahrlich, Joe Studiner, Shelli Mann, Ron Spence, Brian Arneson

Board Members Absent: Lori Walker

Ex-Officio Member Present: Dave Worstell, Billings Gazette Communications

Staff Present: Alex Tyson, Alyson Murnion, Megan Stevenson, Luke Ashmore, Dan Brooks

Staff Absent:

Others Present: Amy Barnhart, Residence Inn

Call to Order:

Joe called the meeting to order at 8:33 a.m.

Public Comment:

Joe congratulated Steve on his recent appointment to the State's COVID task force; Shelli congratulated him on his appointment to Best Western's top board.

Approval of Board Minutes:

Request for a motion to approve the October Board Minutes.

MOTION: Steve motioned to approve the minutes; George seconded; motion carried.

Approval of Financial & Variance Reports:

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

MOTION: Ron motioned to approve the reports; Steve seconded; motion carried.

New Business:

2021 MT Legislative Session Preps & Priorities – Alex discussed preparation for the upcoming legislative session and introduced Dan Brooks from the Billings Chamber. Dan presented a detailed breakdown of legislative updates surrounding the election and upcoming milestones.

Old Business:

RFP for Creative Agency Services Update – Aly provided the board an update on the ongoing RFP process for a creative agency.

FY21 Leisure Marketing Update (Fall/Winter) – Aly presented components of the upcoming winter campaign and creative examples. Luke presented recent and current graphics surrounding community and safety messaging.

Monthly COVID-19 Board Member Roundtable Discussion – The roundtable focused on current situations with COVID and possibilities to expect going into the New Year.

Partner Update:

Chamber Update – Dave provided an update on Chamber events, including healthcare appreciation efforts and upcoming meeting topics.

Board Comments:

Shelli provided her experience of touring the new low-barrier homeless shelter and put forward ways other properties/individuals could help this organization.

Steve made the motion to adjourn the meeting; Shelli seconded; meeting adjourned at 10:20am.

Submitted by Luke Ashmore

TBID Board of Directors Financial Statement Variance Report As of November 30, 2020

Revenue over expenses is \$223,201 over budget.

Revenue is currently \$202,849 over budget.

- Assessment income is over budget \$51,631. *Assessments from last fiscal year of \$24,652 have been paid and are reflected in assessments income this year.*
- Miscellaneous Income is over budget \$151,218 from receiving grants through the State of MT CARES Act funds. TBID received the Nonprofit Grant and the Business Adaptability Grant for certain COVID expenditures.

Expenses are \$20,352 under budget.

- Staff Expenses are \$16,709 under budget from staffing changes.
- Administrative Expenses are \$3,781 under budget from equipment expense, meetings, postage, and telephone expenses (savings from change in phone providers).
- Marketing Expenses are \$138 over budget from the following:
 - Advertising is \$404 under budget.
 - Publicity is \$112 over budget.
 - Sales Expense is \$1,042 over budget from meeting and convention software.
 - VIC is under budget \$400 from the Quiq text program.

**Tourism Business Improvement District
Profit & Loss
Budget vs. Actual
November 2020**

	CURRENT MONTH		YEAR TO DATE		2020-21 Annual Budget	LAST YEAR November 2019 Actual
	Actual	Budget	November 2020 Actual	November 2020 Budget		
Income						
4001100 - TBID Assessments	5,812	-	992,731	941,100	1,309,000	981,228
4001500 - Miscellaneous Income	151,179	-	151,218	-	-	2,806
Carryover from 2019-2020 used for budget	-	-	60,000	60,000	60,000	-
Carryover from 2019-2020 reserved	-	-	408,483	408,483	408,483	-
Total Income	156,991	0	1,612,432	1,409,583	1,777,483	984,034
Expense						
5001000 - Staff Expenses						
5007000 - Wages	16,119	21,000	111,862	124,850	271,850	151,232
5007100 - FICA Expense	1,319	1,600	8,408	9,400	22,000	10,497
5007200 - Unemployment Expense	46	200	541	1,000	4,000	570
5007400 - Health & Accident Expense	2,295	2,793	13,382	14,046	33,600	18,680
5007500 - Retirement Expense	1,233	1,500	8,010	9,513	23,025	9,870
5007700 - Workers Compensation Expense	90	125	522	625	1,500	738
5007800 - Staff Employment Expense	-	-	-	-	-	-
Total 5001000 - Staff Expenses	21,103	27,218	142,725	159,434	355,975	191,586
5009000 - Administrative Expenses						
5009200 - Computers	626	585	6,161	6,075	13,970	3,567
5009300 - Equipment & Repair Expense	80	208	481	1,040	3,000	809
5009500 - Liability Insurance	500	550	2,378	2,400	2,400	2,375
5009600 - Meeting Expenses	356	603	2,056	3,125	9,200	4,031
5009650 - TBID Communications	-	-	1,546	1,625	2,725	1,952
5009700 - Office Supplies	-	83	1,349	1,625	2,210	1,572
5009750 - Postage	98	290	869	1,450	5,500	738
5009800 - Professional Training	45	-	333	350	8,750	5,912
5009850 - Legal and Accounting	-	-	951	1,000	15,000	500
5009900 - Telephone/Wireless Equipment	378	634	1,955	3,170	7,604	2,331
Total 5009000 - Administrative Expenses	2,083	2,953	18,079	21,860	70,359	23,787
5150000 - Marketing Expenses						
5151000 - Advertising	60,893	61,000	212,896	213,300	639,616	306,583
5151500 - Film Recruitment	-	-	-	-	-	-
5152000 - Opportunity	1,076	1,100	1,076	1,100	22,500	13,814
5152500 - Printed Materials	1,750	2,000	7,229	7,400	48,200	12,144
5153000 - Publicity	-	-	21,832	21,720	46,000	27,676
5154000 - Sales Expenses	-	-	9,592	8,550	119,500	21,156
5155000 - Tradeshows/Conventions	-	-	10,682	10,700	27,600	42,121
5156000 - Visitor Information Center	-	-	3,600	4,000	7,300	6,751
5156500 - Web Site	1,853	1,275	14,473	14,470	31,950	10,230
Total 5150000 - Marketing Expenses	65,572	65,375	281,378	281,240	942,666	440,477
Total Expense	88,759	95,546	442,182	462,534	1,369,000	655,849
Total Net Income	68,231	(95,546)	1,170,250	947,049	408,483 *	328,185

*The Net Income of \$408,483 is the remaining balance from the FY20 carryover that has not been utilized for the FY21 budget. These dollars will be used to help fund the FY22 budget.

Cash	Current Month	Last Month	Last Year
Unrestricted	1,170,887	1,102,865	353,121
NAIA Tournament	-	-	5,019
TBEX	-	-	-
Unearned Revenue	-	-	-
Contract Reserves	3,600	3,600	17,533
BOD Restricted	316,519	316,519	294,019
Total Cash	1,491,006	1,422,984	669,691



TBID Board of Directors
Financial Statement Variance Report
As of December 31, 2020

Revenue over expenses is \$243,529 over budget.

Revenue is currently \$202,861 over budget.

- Assessment income is over budget \$51,631. *Assessments from last fiscal year of \$24,652 have been paid and are reflected in assessments income this year.*
- Miscellaneous Income is over budget \$151,230 from receiving grants through the State of MT CARES Act funds. TBID received the Nonprofit Grant and the Business Adaptability Grant for certain COVID expenditures.

Expenses are \$40,668 under budget.

- Staff Expenses are \$24,738 under budget from staffing changes.
- Administrative Expenses are \$4,911 under budget from equipment expense, meetings, office supplies, postage, and telephone expenses (savings from change in phone providers).
- Marketing Expenses are \$11,019 under budget from the following:
 - Advertising is \$365 under budget.
 - Opportunity is under budget \$1,250.
 - Publicity is \$112 over budget.
 - Sales Expense is \$8,408 under budget from savings in sports sales (DII preps & NCAA West Region XC).
 - VIC is under budget \$400 from the Quiq text program.
 - Website is under budget \$519.

**Tourism Business Improvement District
Profit & Loss
Budget vs. Actual
December 2020**

	CURRENT MONTH		YEAR TO DATE			LAST YEAR
	Actual	Budget	December 2020	December 2020	2020-21 Annual	December 2019
			Actual	Budget	Budget	Actual
Income						
4001100 · TBID Assessments	-	-	992,731	941,100	1,309,000	981,228
4001500 · Miscellaneous Income	12	-	151,230	-	-	2,931
Carryover from 2019-2020 used for budget	-	-	60,000	60,000	60,000	-
Carryover from 2019-2020 reserved	-	-	408,483	408,483	408,483	-
Total Income	12	0	1,612,444	1,409,583	1,777,483	984,159
Expense						
5001000 · Staff Expenses						
5007000 · Wages	14,044	21,000	125,906	145,850	271,850	177,437
5007100 · FICA Expense	1,421	1,600	9,829	11,000	22,000	12,490
5007200 · Unemployment Expense	41	200	582	1,200	4,000	600
5007400 · Health & Accident Expense	2,307	2,793	15,689	16,839	33,600	22,172
5007500 · Retirement Expense	1,286	1,500	9,297	11,013	23,025	11,576
5007700 · Workers Compensation Expense	90	125	612	750	1,500	878
5007800 · Staff Employment Expense	-	-	-	-	-	-
Total 5001000 · Staff Expenses	19,189	27,218	161,914	186,652	355,975	225,153
5009000 · Administrative Expenses						
5009200 · Computers	1,741	1,735	7,902	7,810	13,970	5,200
5009300 · Equipment & Repair Expense	49	208	530	1,248	3,000	973
5009500 · Liability Insurance	-	-	2,378	2,400	2,400	2,375
5009600 · Meeting Expenses	319	618	2,375	3,743	9,200	4,663
5009650 · TBID Communications	-	-	1,546	1,625	2,725	1,952
5009700 · Office Supplies	-	83	1,349	1,708	2,210	1,415
5009750 · Postage	6	290	875	1,740	5,500	785
5009800 · Professional Training	-	-	333	350	8,750	7,351
5009850 · Legal and Accounting	1,450	1,450	2,401	2,450	15,000	1,505
5009900 · Telephone/Wireless Equipment	323	634	2,278	3,804	7,604	2,837
Total 5009000 · Administrative Expenses	3,888	5,018	21,967	26,878	70,359	29,057
5150000 · Marketing Expenses						
5151000 · Advertising	41,370	41,330	254,265	254,630	624,616	318,861
5151500 · Film Recruitment	-	-	-	-	-	-
5152000 · Opportunity	(575)	650	501	1,750	22,500	13,966
5152500 · Printed Materials	-	-	7,229	7,400	48,200	14,423
5153000 · Publicity	-	-	21,832	21,720	49,000	27,827
5154000 · Sales Expenses	2,550	12,000	12,142	20,550	131,500	21,885
5155000 · Tradeshows/Conventions	-	-	10,682	10,700	27,600	43,037
5156000 · Visitor Information Center	-	-	3,600	4,000	7,300	7,105
5156500 · Web Site	2,603	3,125	17,076	17,595	31,950	11,439
Total 5150000 · Marketing Expenses	45,948	57,105	327,326	338,345	942,666	458,543
Total Expense	69,025	89,341	511,207	551,875	1,369,000	712,753
Total Net Income	(69,013)	(89,341)	1,101,237	857,708	408,483 *	271,407

*The Net Income of \$408,483 is the remaining balance from the FY20 carryover that has not been utilized for the FY21 budget. These will be used to help fund the FY22 budget.

Cash	Current Month	Last Month	Last Year
Unrestricted	1,102,525	1,170,887	295,343
NAIA Tournament	-	-	6,019
TBEX	-	-	-
Unearned Revenue	-	-	-
Contract Reserves	3,600	3,600	17,533
BOD Restricted	316,519	316,519	294,019
Total Cash	1,422,643	1,491,006	612,912

