

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
June 9, 2022 | 8:30 a.m.
BILLINGS CHAMBER OF COMMERCE BOARDROOM
815 SOUTH 27TH STREET

**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.	Celebratory Breakfast & Networking	8:30
II.	Call to Order – G. Maragos	8:45
III.	Public Comment – Comments offered regarding items not included on the agenda (three-minute limit/person)	
IV.	Partner Updates	8:48
	a) Billings Chamber of Commerce Update: Toby O’Rourke, Chamber BOD Liaison	
	b) MetraPark Advisory Board Update: J. Studiner, MPAB Member	
	c) SBURA CORE Committee Update: R. Spence, Member	
V.	Approval of May 2022 Board Meeting Minutes – G. Maragos (Pg. 2-3)	ACTION
VI.	Approval of May 2022 Financial & Variance Reports – M. Stevenson (Pgs. 4-5)	ACTION
VII.	New Business	9:10
	a) FY23 Executive Committee – A. Tyson	ACTION
	b) Omaha Take-a-ways – S. Mann, S. Wahrlich, J. Brewer, T. O’Rourke, A. Tyson	
	i. Bike Share Program	
	ii. Proof of Performance Video: https://www.visitomaha.com/industry/wtll/	
	iii. Sports Insights	
	iv. MECA	
VIII.	Old Business	9:40
	a) BIL: Final Project Completion Report – L. Ashmore	
	b) Billings Brew Trail: App Update – L. Ashmore	
	c) Visitor Information QR Code Follow-Up – L. Ashmore	
IX.	Board Comments – G. Maragos	9:50
X.	Adjournment – G. Maragos.....	10:00
XI.	TRANSITION PERIOD.....	BREAK
XII.	FY22 Warm Season Grant Cycle Agenda – L. Ashmore	10:10

BILLINGS TBID BOARD OF DIRECTORS
MEETING MINUTES
May 12, 2022

Board Members Present: Ron Spence, Lori Walker, Joe Studiner, Shelli Mann, Steve Wahrlich (via phone), Jeff Schoenhard (via phone)

Board Members Absent: George Maragos

Ex-Officio Present:

Staff Present: Alex Tyson, Aly Eggart, Megan Stevenson, John Brewer, Luke Ashmore

Others Present: Dusty Eaton & Shaun Seedhouse, SBURA Sports Facility; Aimee Hartman; Brenda Maas, Visit Southeast Montana

Call to Order: Lori called the meeting to order at 8:30am.

Public Comments: Alex commended Shelli and the Boothill Inn & Suites staff on their recent completion of Certified Autism Destination training with IBCCES.

Approval of Board Minutes:

Request for a Motion to approve the April meeting minutes.

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

Approval of Financial & Variance Reports:

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

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

Partner Update(s):

Billings Chamber: John shared an update from the Billings Chamber including info on current air service updates and upcoming events, including the State of the City & County and the upcoming Aspirational City Visit.

MetraPark: Joe shared an update from his recent MetraPark advisory board meeting.

SBURA Sports Facility Presentation: Shaun and Dusty presented current plans and a variety of potential features that the new facility could feature. This presentation included a request for TBID's support of the plan.

MOTION: Shelli motioned to support the plan as presented, encouraging momentum with the most feature-inclusive facility design; Joe seconded. Motion carried.

New Business:

Southeast Montana Burger Trail: Brenda presented Visit Southeast Montana's newest visitor-g geared project: the Burger Trail. This included info on its creation and upcoming marketing and communication efforts.

Billings Personality Billboards: Luke showcased current creative for visitor facilitation billboards focusing on Visit Billings brand personalities.

Billings Lodging Rates: Ron opened discussion revolving around current lodging rates and how these can shape perception of the destination.

Old Business:

TBID Grant Program: Luke provided a reminder that TBID Grant application interviews will occur after next month's board meeting.

FY22 Leisure Marketing Insights: Aly presented an overview of Visit Billings FY22 leisure marketing insights, including further data and takeaways from the winter season campaign.

Bridge Replacement Concerns: Alex brought attention to concerns based on current I-90 bridge construction work and how this could impact visitor travel in Billings. Thoughts of a billboard campaign that could encourage travelers to exit and spend time in the city instead of passing through the corridor were discussed.

Board Comments: Shelli shared her thoughts on current MetraPark shuttle procedure and how to potentially ease guest pickup at this venue.

Adjournment: Shelli motioned to adjourn; Joe seconded.

Meeting adjourned at 10:30am. *Submitted by L. Ashmore.*