



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**

March 11, 2021

8:30 a.m.

Billings Chamber of Commerce Boardroom – 815 South 27th Street

Social distancing and mask use requested of guests.

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. Public Comment – Comments offered regarding items not included on the agenda (limit three minutes/person)
- III. Partner Updates 8:33
 - a) Chamber Update – D. Worstell, Chamber of Commerce Board Liaison/Billings Gazette Comm.
 - b) YCLA Update
- IV. Board Comments 8:35
- V. Approval of February Meeting Minutes – J. Studiner (Page 2) ACTION
- VI. Approval of February Financial & Variance Reports – M. Stevenson/A. Tyson (Pages 3-4) ACTION
- VII. New Business..... 8:45-10:00
 - a) Lower Yellowstone River Coalition Presentation (www.loweryellowstoneriver.com)
 - i. Christine Whitlatch, LYRC spokesperson
 - b) COVID-19 Testing Offering for Visitors
 - i. Karen Miller, Director - St. John’s United Strategic Advancement Communications
 - c) SB 355 and the 2021 Montana Legislative Session – S. Wahrlich
 - d) FY22 Preps and Strategic Priorities – A. Tyson/A. Murnion/L. Ashmore ACTION
 - e) FY22 Budget – A. Tyson/M. Stevenson ACTION
- VIII. Old Business 10:00
 - a) Monthly COVID-19 Board Member Roundtable Discussion – J. Studiner
- IX. Adjournment – J. Studiner..... ACTION



Managed by the Billings Chamber

TBID BOARD OF DIRECTORS MINUTES – February 11th, 2021

Board Members Present: Joe Studiner, Ron Spence, Steve Wahrlich, George Maragos, Jeff Schoenhard, Shelli Mann

Board Members Absent: Lori Walker

Ex-Officio Member Present: Dave Worstell

Staff Present: Alex Tyson, Megan Stevenson, Aly Murnion, Luke Ashmore

Staff Absent:

Others Present: Kevin Ploehn, Aviation & Transit for City of Billings; Amy Barnhardt, Residence Inn

Call to Order:

Joe called the meeting to order at 8:30am.

Welcome New TBID Board Member with Introductions

Jeff Schoenhard was welcomed to the TBID Board and introduced to its members.

Approval of Board Minutes:

Request for a motion to approve the January Board Minutes.

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

Approval of Financial & Variance Reports:

Request for a motion to approve the Financial & Variance Reports for January.

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

New Business:

Billings Logan International Airport Expansion Project – Kevin discussed completed portions of the airport expansion, portions currently being worked on, and he provided a roadmap for the next steps of the project.

Old Business:

FY21 Leisure Marketing Update – Aly provided an update on Visit Billings' marketing for the upcoming spring & summer campaigns and travel sentiment to expect in the near future.

Trailhead Tuesday Program – Aly and Luke updated the board on the Trailhead Tuesday Program – a series of social media videos highlighting Billings' attractions – including current videos and future plans.

Meeting & Convention Recruitment – Alex discussed meeting & convention servicing and upcoming sports events to be hosted in the city.

USS Billings: Library Wall Update – Ron and Luke provided an update on the USS Billings Library Wall, a community project that Visit Billings is helping facilitate with the USS Billings committee.

BBER Highlight/Tourism Points – Aly provided information reinforcing positive road trip numbers in Montana, good Yellowstone National Park visits, and hopeful travel habits in the upcoming months.

Tourism Advisory Council – Alex and Steve discussed the recent TAC meeting, giving an overview of updates from state tourism partners.

Partner Update: Dave Worstell provided the board with an update from the Chamber.

MOTION: Shelli motioned to adjourn the meeting; Ron seconded; motion carried.

Meeting adjourned at 10:30am.

Submitted by Luke Ashmore

TBID Board of Directors

Financial Statement Variance Report

As of February 28, 2021

Revenue over expenses is \$494,537 over budget. *These dollars have been earmarked to help fund the FY22 budget due to anticipated shortfall of assessment revenue.*

Revenue is currently \$417,608 over budget.

- Assessment income is over budget \$265,937 from conservative estimates for spring 2020 collections as well as past due assessments from last fiscal year (\$24,652) that were paid and are reflected as income this year.
- Miscellaneous Income is over budget \$151,671 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 \$76,929 under budget.

- Staff Expenses are \$56,423 under budget from staffing changes and savings in allowable payroll expenses from the PPP loan.
- Administrative Expenses are \$7,362 under budget from equipment expense, meetings, office supplies, postage, legal & accounting (audit), and telephone expenses (savings from change in phone providers).
- Marketing Expenses are \$13,144 under budget from the following:
 - Advertising is under budget \$1,165 from timing.
 - Opportunity is under budget \$1,250.
 - Sales Expense is \$8,820 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 \$1,373.

**Tourism Business Improvement District
Profit & Loss
Budget vs. Actual
February 2021**

	CURRENT MONTH		YEAR TO DATE		2020-21 Annual Budget	LAST YEAR
	Actual	Budget	February 2021 Actual	February 2021 Budget		February 2020 Actual
Income						
4001100 - TBID Assessments	-	-	1,574,937	1,309,000	1,309,000	1,838,723
4001500 - Miscellaneous Income	429	-	151,671	-	-	3,339
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	429	0	2,195,091	1,777,483	1,777,483	1,842,062
Expense						
5001000 - Staff Expenses						
5007000 - Wages	0	21,000	143,398	187,850	271,850	230,679
5007100 - FICA Expense	1,279	2,000	12,418	15,000	22,000	16,470
5007200 - Unemployment Expense	254	500	1,147	2,200	4,000	1,582
5007400 - Health & Accident Expense	303	2,793	18,302	22,425	33,600	29,445
5007500 - Retirement Expense	0	2,000	10,765	14,769	23,025	15,369
5007700 - Workers Compensation Expense	90	125	792	1,000	1,500	1,158
5007800 - Staff Employment Expense	-	-	-	-	-	-
Total 5001000 - Staff Expenses	1,926	28,418	186,821	243,244	355,975	294,702
5009000 - Administrative Expenses						
5009200 - Computers	1,910	935	10,426	9,330	13,970	7,742
5009300 - Equipment & Repair Expense	46	208	625	1,664	3,000	1,275
5009500 - Liability Insurance	-	-	2,378	2,400	2,400	2,375
5009600 - Meeting Expenses	581	853	3,541	5,194	9,200	6,809
5009650 - TBID Communications	-	-	2,348	2,525	2,725	2,108
5009700 - Office Supplies	-	83	1,349	1,874	2,210	1,972
5009750 - Postage	126	290	1,023	2,320	5,500	1,735
5009800 - Professional Training	-	-	943	1,000	8,750	10,784
5009850 - Legal and Accounting	-	-	11,901	13,500	15,000	11,561
5009900 - Telephone/Wireless Equipment	378	634	2,984	5,072	7,604	3,962
Total 5009000 - Administrative Expenses	3,041	3,003	37,517	44,879	70,359	50,322
5150000 - Marketing Expenses						
5151000 - Advertising	34,681	35,650	328,115	329,280	624,616	330,730
5151500 - Film Recruitment	-	-	-	-	-	-
5152000 - Opportunity	-	-	501	1,750	22,500	29,055
5152500 - Printed Materials	-	-	7,229	7,400	48,200	20,136
5153000 - Publicity	750	750	24,723	24,620	49,000	34,465
5154000 - Sales Expenses	11,125	11,500	24,329	33,150	131,500	55,982
5155000 - Tradeshows/Conventions	-	-	10,832	10,900	27,600	51,254
5156000 - Visitor Information Center	-	-	3,600	4,000	7,300	9,089
5156500 - Web Site	2,088	2,555	20,952	22,325	31,950	17,438
Total 5150000 - Marketing Expenses	48,644	50,455	420,281	433,425	942,666	548,147
Total Expense	53,611	81,876	644,619	721,548	1,369,000	893,171
Total Net Income	(53,182)	(81,876)	1,550,472	1,055,935	408,483 *	948,891

*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	1,551,724	1,604,906	962,716
NAIA Tournament	-	-	29,973
TBEX	-	-	-
Unearned Revenue	-	-	-
Contract Reserves	3,600	3,600	17,533
BOD Restricted	316,519	316,519	294,019
Total Cash	1,871,843	1,925,025	1,304,240

