



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*
November 12, 2020**

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

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

*****Masks required per Montana COVID-19 directives.**

*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. Approval of October Board Meeting Minutes – J. Studiner (Page 2) ACTION
- IV. Approval of October Financial & Variance Reports – M. Stevenson/A. Tyson (Pages 3-4)..... ACTION
 - a) TBID Audit Update – M. Stevenson
- V. New Business.....8:40-9:05
 - a) 2021 Montana Legislative Session Preps & Priorities – A. Tyson
Guest: Daniel Brooks – Chamber of Commerce Business Advocacy Director
- VI. Old Business.....9:05-9:35
 - a) RFP for Creative Agency Services Update – A. Murnion
 - b) FY21 Leisure Marketing Update (Fall/Winter) – A. Murnion/L. Ashmore
 - c) Monthly COVID-19 Board Member Roundtable Discussion – J. Studiner
- VII. Partner Update.....9:35-9:45
 - a) Chamber Update – D. Worstell, Chamber Board Liaison
 - b) YCLA Update (if available)
- VIII. Board Comments.....9:45-9:50
 - a) Homelessness Discussion
- IX. Adjournment – J. StudinerACTION

Next Meeting: Thursday, December 10



Managed by the Billings Chamber

**TBID BOARD OF DIRECTORS
MINUTES – October 8th, 2020**

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

Board Members Absent:

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

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

Staff Absent:

Others Present: Gary Roller (Billings Mustangs), Sunshine & Bourbon and The Goodway Group via Zoom, John Brewer (Billings Chamber President & CEO)

Call to Order:

Joe called the meeting to order at 8:32 a.m.

Approval of Board Minutes:

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

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

1st – Ron S.; 2nd – George M.

New Business:

Billings Mustangs Update – Gary Roller provided the board with a general update regarding the state of minor league baseball, the Billings Mustangs, and how operations are projected to be impacted by Covid-19.

Old Business:

FY21 Leisure Marketing: Campaign Presentation & Summer Campaign Report - Aly gave an update regarding recent campaigns with guests from Sunshine & Bourbon and The Goodway Group. The presentation looked towards the immediate future and marketing efforts as Visit Billings enters the upcoming New Year.

Monthly COVID-19 Board Member Roundtable Discussion - This topic of discussion was moved to board comments.

Tourism Safety Messaging Update - Alex discussed Visit Billings' safety messaging with CARES Act funds, the Montana Aware messages, and how the team is keeping this topic of communication with brand standards and the larger efforts within the region including assistance for the Do Your Part Education campaign.

Coulson Park: Grant Fund Request for Phase I - MOTION: Steve made the motion to grant \$7,500 from Board Restricted Reserves for Phase I of the project as destination development to be paid in 2020; George seconded; motion carried.

Ron made the motion to adjourn the meeting; Brian seconded; meeting adjourned at 10:15.

Submitted by Luke Ashmore.

FINANCIAL STATEMENT VARIANCE REPORT

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

Revenue over expenses is \$59,411 over budget.

Revenue is currently \$45,858 over budget from assessment income. *There is still one property that has not yet paid. Assessments from last fiscal year of \$24,652 have been paid and are reflected in assessments income this year.*

Expenses are \$13,552 under budget.

- Staff Expenses are \$10,594 under budget from staff changes and the state CARES Act non-profit grant that was used to help offset staffing expenses.
- Administrative Expenses are \$2,899 under budget from equipment expense, meetings, and telephone expenses (savings from change in phone providers).
- Marketing Expenses are \$59 under budget from the following:
 - Sales Expense is \$1,042 over budget from meeting and convention software.
 - VIC is under budget \$400 from the Quiq visitor text program.
 - Website is under budget \$575 due to timing of when work is performed and necessary.

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

	CURRENT MONTH		YEAR TO DATE		2020-21 Annual Budget	LAST YEAR
	Actual	Budget	October 2020 Actual	October 2020 Budget		October 2019 Actual
Income						
4001100 · TBID Assessments	-	-	986,919	941,100	1,309,000	981,228
4001500 · Miscellaneous Income	12	-	39	-	-	2,626
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	1,455,441	1,409,583	1,777,483	983,854
Expense						
5001000 · Staff Expenses						
5007000 · Wages	19,230	21,000	95,742	103,850	271,850	126,261
5007100 · FICA Expense	1,337	1,600	7,089	7,800	22,000	8,646
5007200 · Unemployment Expense	48	200	495	800	4,000	541
5007400 · Health & Accident Expense	1,946	2,793	11,087	11,253	33,600	15,240
5007500 · Retirement Expense	1,485	1,756	6,777	8,013	23,025	8,228
5007700 · Workers Compensation Expense	90	125	432	500	1,500	598
5007800 · Staff Employment Expense	-	-	-	-	-	-
Total 5001000 · Staff Expenses	24,135	27,474	121,622	132,216	355,975	159,514
5009000 · Administrative Expenses						
5009200 · Computers	725	585	5,535	5,490	13,970	3,084
5009300 · Equipment & Repair Expense	90	208	400	832	3,000	674
5009500 · Liability Insurance	-	-	1,878	1,850	2,400	2,375
5009600 · Meeting Expenses	491	853	1,699	2,522	9,200	2,911
5009650 · TBID Communications	690	700	1,546	1,625	7,800	92
5009700 · Office Supplies	-	83	1,349	1,542	2,210	1,403
5009750 · Postage	66	290	784	1,160	5,500	648
5009800 · Professional Training	50	100	288	350	8,750	5,887
5009850 · Legal and Accounting	451	500	951	1,000	15,000	500
5009900 · Telephone/Wireless Equipment	263	634	1,578	2,536	7,604	1,809
Total 5009000 · Administrative Expenses	2,827	3,953	16,008	18,907	75,434	19,382
5150000 · Marketing Expenses						
5151000 · Advertising	50,945	51,100	152,002	152,300	634,541	189,207
5151500 · Film Recruitment	-	-	-	-	-	-
5152000 · Opportunity	-	-	-	-	22,500	7,281
5152500 · Printed Materials	-	800	5,479	5,400	48,200	9,937
5153000 · Publicity	500	500	21,832	21,720	46,000	18,645
5154000 · Sales Expenses	2,199	1,700	9,592	8,550	119,500	7,549
5155000 · Tradeshows/Conventions	-	-	10,682	10,700	27,600	40,326
5156000 · Visitor Information Center	-	-	3,600	4,000	7,300	6,751
5156500 · Web Site	5,461	5,250	12,620	13,195	31,950	6,372
Total 5150000 · Marketing Expenses	59,105	59,350	215,806	215,865	937,591	286,068
Total Expense	86,067	90,777	353,436	366,988	1,369,000	464,965
Total Net Income	(86,055)	(90,777)	1,102,006	1,042,595	408,483 *	518,889

*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	1,102,865	1,189,287	542,848
NAIA Tournament	-	-	5,019
TBEX	-	-	-
Unearned Revenue	-	-	-
Contract Reserves	3,600	3,600	17,533
BOD Restricted	316,519	324,019	294,019
Total Cash	1,422,984	1,516,906	859,418

