



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
October 8th, 2020
CHAMBER OF COMMERCE BOARD ROOM* – 8:30 A.M.
815 SOUTH 27TH STREET**

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

***Please wear a mask 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 September Board Meeting Minutes – J. Studiner (Page 2)ACTION
- IV. Approval of September Financial & Variance Reports – M. Stevenson/A. Tyson (Pages 3-4).....ACTION
- V. New Business.....8:40-9:00
 - a) State of Pioneer League Baseball/Billings Mustangs – J. Studiner
Guest: Gary Roller, General Manager – Billings Mustangs Baseball
- VI. Old Business.....9:00-10:00
 - a) FY21 Leisure Marketing: Campaign Presentation & Summer Campaign Report – A. Murnion
Guests: Sunshine & Bourbon and The Goodway Group via Zoom
 - b) Monthly COVID-19 Board Member Roundtable Discussion – J. Studiner
 - c) Tourism Safety Messaging Update – A. Tyson
 - d) Coulson Park: Grant Fund Request for Phase I – J. Studiner.....ACTION
- VII. Partner Update.....10:00-10:10
 - a. Chamber Update – D. Worstell, Chamber Board Liaison
 - b. YCLA Update (if available)
- VIII. Board Comments.....10:10-10:15
- IX. Adjournment – J. StudinerACTION

Next Meeting: Thursday, November 12th



Managed by the Billings Chamber

TBID BOARD OF DIRECTORS MINUTES – September 10th, 2020

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

Board Members Absent:

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

Staff Present: Alex Tyson, Alyssa Voeltz, Alyson Murnion, Megan Stevenson

Staff Absent: Luke Ashmore

Others Present: Amy Barnhart (Residence Inn), Kacy Keith (Best Western – SureStay), Erica Kimble (Hilton Garden Inn), Jordan Clayton (TownePlace Suites).

Call to Order:

Joe called the meeting to order at 8:35 a.m.

Public Comment:

Amy provided the Board with a brief update on the convention center project taking place on Overland Avenue with Marriott. She expressed the delays they have been experiencing due to COVID-19 and how the original open for fall is impacted.

Approval of Board Minutes:

Request for a motion to approve the August Board Minutes with correction on Minute motion.

MOTION: Ron motioned to approve minutes; George seconded; Motion carried.

Approval of Financial & Variance Reports:

Request for a motion to approve the August Financial and Variance Reports with correction of the typo to the month.

MOTION: Steve motioned to approve the financial reports; Brian seconded; Motion carried.

Old Business:

Monthly COVID-19 Board Member Roundtable Discussion – The Board continued the conversations around COVID-19 concerns. Ron discussed the influx of calls regarding events booking for 2021 for his property.

Fall/Winter Leisure Marketing Strategies – Aly provided overview of the current campaign strategies preparing for fall and winter 2020-2021 as well as the GART and Sloth campaigns were updated. She then presented the Fall and Winter plans for marketing and discussed the focus on educational experiences for remote learners and couple getaways. Aly thanked Luke for his creativity and how Visit Billings will be kicking off Trailhead Tuesdays in October to help foster use of the Billings Brew Trail.

Coulson Park: Phase I Request – Joe discussed the request coming from Patrick Klugman regarding the development stage of Coulson Park. Patrick sent a formal request for \$15,000 in financial support. The board had discussion regarding the grant budget and grant budget viability moving forward and decided to table any further discussion and/or action until next month.

Tourism Safety Messaging Update (CARES Act Funds) - Alex updated the Board on the grant for CARES Act and the Montana Aware campaign. She mentioned that Visit Billings has received \$330,000 to spend by December 30th. She discussed the tool kits and Luke's efforts to make it more Billings-centric. Alex mentioned that Visit Billings will hire a photographer to take more images for the execution of the grant requirements including images of mask use in the city.

Visit Billings VIC & Servicing Update – Alyssa provided an update on servicing to date as well as upcoming servicing. She also discussed Visit Billings continues efforts to facilitate visitors via phone, text, and one on one at the kiosk. Alyssa announced to the Board that she accepted a position with the Billings Chamber as the Member Experience Manager. She thanked the Board for the opportunity to work for them and alongside them to better Billings.

New Business:

CARES Act Funding – Lodging Partner Relief Discussion – Allison Corby discussed dollars still available for the CARES Act Funding. She mentioned there is an opportunity to submit ideas to push the state to create a couple more programs for grant dollars. The Board had discussion on the two different program ideas for hotel support. One program would be directed at hotels with convention space and the other would be for general hotel support.

Board Members – COB Board Term Information – Alex reminded the Board that the TBID Board appointments are still on the City of Billings board and commissions timing as it changed from with the TBID renewal in 2017 from June to October. She discussed that Ron and Joe's terms were expiring. According to the City, both Joe and Ron re-applied for their seats to serve new terms. According to the City, Ginny Hart and Amy Barnhart also applied for open seats. The Mayor will make his appointments to the City Council by October.

Partner Update:

Chamber Update – Megan updated the Board on behalf of Dave. She reminded the Board of the Chamber Annual Meeting today at 3:30. She also informed the Board of the candidate questionnaire.

YCLA Update – Jordan informed the Board that YCLA will be planning to have a Board a meeting soon. He also reminded the Board that there is Facebook page to help share ideas and practice to support each other as the lodging industry works through COVID-19 challenges.

Steve made a motion to adjourn the meeting; Brian seconded. Meeting adjourned at 10:15.

Submitted by Alyssa Voeltz

FINANCIAL STATEMENT VARIANCE REPORT

TBID Board of Directors As of September 30, 2020

Revenue over expenses is \$54,689 over budget.

Revenue is currently \$45,847 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 \$8,842 under budget.

- Staff Expenses are \$7,255 under budget. TBID received \$10,000 from the state CARES act non-profit grant, these funds will be used to help offset staffing costs.
- Administrative Expenses are \$1,773 under budget from equipment expense, meetings, and telephone expenses.
- Marketing Expenses are \$186 over budget.

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

	CURRENT MONTH		YEAR TO DATE			LAST YEAR
	Actual	Budget	September 2020 Actual	September 2020 Budget	2020-21 Annual Budget	September 2019 Actual
Income						
4001100 · TBID Assessments	117,375	-	986,919	941,100	1,309,000	981,228
4001500 · Miscellaneous Income	12	-	28	-	-	2,137
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	117,387	0	1,455,430	1,409,583	1,777,483	983,365
Expense						
5001000 · Staff Expenses						
5007000 · Wages	33,951	30,650	76,513	82,850	271,850	101,452
5007100 · FICA Expense	2,590	3,000	5,752	6,200	22,000	6,808
5007200 · Unemployment Expense	121	200	447	600	4,000	486
5007400 · Health & Accident Expense	2,992	2,820	9,141	8,460	33,600	11,742
5007500 · Retirement Expense	2,282	3,000	5,292	6,257	23,025	6,354
5007700 · Workers Compensation Expense	112	125	342	375	1,500	458
5007800 · Staff Employment Expense	-	-	-	-	-	-
Total 5001000 · Staff Expenses	42,048	39,795	97,487	104,742	355,975	127,300
5009000 · Administrative Expenses						
5009200 · Computers	3,743	3,735	4,809	4,905	13,970	2,480
5009300 · Equipment & Repair Expense	83	208	310	624	3,000	528
5009500 · Liability Insurance	-	-	1,878	1,850	2,400	1,843
5009600 · Meeting Expenses	464	598	1,208	1,669	9,200	1,662
5009650 · TBID Communications	375	375	856	925	7,800	92
5009700 · Office Supplies	-	83	1,349	1,459	2,210	1,397
5009750 · Postage	463	290	718	870	5,500	509
5009800 · Professional Training	-	-	238	250	8,750	5,327
5009850 · Legal and Accounting	500	500	500	500	15,000	500
5009900 · Telephone/Wireless Equipment	714	634	1,315	1,902	7,604	1,399
Total 5009000 · Administrative Expenses	6,342	6,423	13,181	14,954	75,434	15,737
5150000 · Marketing Expenses						
5151000 · Advertising	47,768	47,800	101,057	101,200	634,541	76,277
5151500 · Film Recruitment	-	-	-	-	-	-
5152000 · Opportunity	-	-	-	-	22,500	14,270
5152500 · Printed Materials	3,044	3,100	4,517	4,600	48,200	1,007
5153000 · Publicity	4,303	4,220	21,332	21,220	46,000	18,273
5154000 · Sales Expenses	7,285	6,740	7,393	6,850	119,500	5,571
5155000 · Tradeshows/Conventions	-	-	10,682	10,700	27,600	36,622
5156000 · Visitor Information Center	-	-	4,562	4,000	7,300	3,151
5156500 · Web Site	3,181	3,175	7,158	7,945	31,950	3,546
Total 5150000 · Marketing Expenses	65,581	65,035	156,701	156,515	937,591	158,718
Total Expense	113,971	111,253	267,369	276,211	1,369,000	301,755
Total Net Income	3,415	(111,253)	1,188,061	1,133,372	408,483 *	681,611

*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	1,188,034	1,184,645	705,463
NAIA Tournament	-	-	5,019
TBEX	-	-	24,675
Unearned Revenue	-	-	-
Contract Reserves	3,600	3,600	18,883
BOD Restricted	324,019	324,019	294,019
Total Cash	1,515,653	1,512,264	1,048,058

