



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

October 14, 2021 | 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. Call to Order – G. Maragos, Chairman 8:30
II. Public Comment – Comments offered regarding items not included on the agenda (limit three minutes/person)
a) Welcome, Emily Pinnow – Visitor Services Manager - Official introductions
III. Partner Update 8:35
a) Chamber Update – T. O’Rourke, KOA – Chamber of Commerce Board Liaison
IV. Approval of September Meeting Minutes – G. Maragos (Pg. 2) ACTION
V. Approval of September Financial & Variance Reports – M. Stevenson/A. Tyson (Pgs. 3,4) ACTION
i. Inclusion of FY19 financials on current FY P&L
VI. Old Business 8:45-10:00
a) Destination Development Discussion: Positioning Billings for the Future (cont.) – G. Maragos
i. Follow up from August and September Meetings regarding community projects/status
ii. Discussion: MetraPark Master Planning and SBURA Sports Facility Efforts
b) FY22 Leisure Marketing Update – A. Eggart
i. Warm season FY22 Review & ROI
ii. Fall/Winter Campaign Launch
c) Billings Trail Guides Program: New Elements & Invitation – L. Ashmore
d) Visit Billings Grant Cycle Update – L. Ashmore
e) AirDNA and Zartico Data Programs Follow Up – A. Tyson
f) Monthly COVID-19 Board Member Roundtable Discussion – G. Maragos/Full Board
i. “Please Be Kind” and “Mental Health Resources” Program Option – A. Tyson
VII. Board Comments 10:00
i. Monthly STR Report Discussion – L. Walker
VIII. Adjournment – G. Maragos 10:15



TBID BOARD OF DIRECTORS
MINUTES – September 9th, 2021

Board Members Present: George Maragos, Joe Studiner, Jeff Schoenhard, Lori Walker

Board Members Absent: Steve Wahrlich, Ron Spence, Shelli Mann

Ex-Officio Member Present: Toby O'Rourke

Staff Present: Alex Tyson, Aly Eggart, Megan Stevenson, Dan Brooks, Luke Ashmore

Others Present: Mary Underriner, Citizens for a Safer Billings; Ryan Smith, Erck Hotels; Cathy Cullen-Kuhr, Erck Hotels; Jim Tevlin, SBURA; Dick Zier, SBURA Board member; Jordan Clayton, TownePlace Suites; Amy Barnhart, Residence Inn; Chris Kukulski, City of Billings

Call to Order:

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

Public Comments:

Joe introduced members of Erck Hotel staff, Ryan and Cathy.

Approval of Board Minutes:

Request for Motion to approve August minutes.

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

Approval of Financial & Variance Reports:

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

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

Old Business:

SBURA Sports Facility Update: Jim and Dick discussed current plans with the SBURA sports facility and its next steps. Details included info on an upcoming RFP process, steering committee details, and a general timeline for the project.

Public Safety Mill Levy Endorsement Request: Dan, Mary, and Chris presented current safety stats and data for City of Billings. Mary and Dan shared details of work being done by Citizens for a Safer Billings to support an upcoming public safety mill levy. Mary and Dan requested an endorsement of the levy.

MOTION: Lori motioned to approve the levy endorsement request; Joe seconded. Motion carried.

Monthly COVID-19 Board Member Roundtable Discussion: The board discussed ongoing circumstances regarding their properties and operations given current COVID situations, including discussion around the Delta variant.

Partner Update(s):

Billings Chamber: Toby discussed Chamber decision making regarding COVID-19 upticks and how they're approaching hosted events. She invited those present to attend the upcoming annual meeting and candidate forum.

Adjournment: Joe motioned to adjourn; Lori seconded.

Meeting adjourned at 10:00am.

Submitted by L. Ashmore

TBID BOARD OF DIRECTORS
Financial Statement Variance Report
As of September 30, 2021

Revenue over expenses is \$2,342 over budget.

Revenue is \$13,047 under budget from assessment income due to late payment of one property. This property submitted payment to the County on 8/31 and payment was received in October (recorded as revenue when deposited).

Expenses are \$15,390 under budget.

- Staff Expenses are \$8,714 under budget due to savings from the open positions.
- Administrative Expenses are \$2,529 under budget from computers, meetings, postage, and telephone expenses.
- Marketing Expenses are under budget \$4,147 from publicity and tradeshow.

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

	CURRENT MONTH		YEAR TO DATE			LAST YEAR	PREVIOUS YEAR
	Actual	Budget	September 2021 Actual	September 2021 Budget	2021-22 Annual Budget	September 2020 Actual	September 2019 Actual
Income							
4001100 · TBID Assessments	-	-	718,478	731,560	1,224,107	986,919	981,228
4001500 · Miscellaneous Income	11	-	35	-	-	28	2,137
Carryover used for budget	-	-	575,893	575,893	575,893	468,483	-
Total Income	11	0	1,294,406	1,307,453	1,800,000	1,455,430	983,365
Expense							
5001000 · Staff Expenses							
5007000 · Wages	33,326	35,000	80,059	82,300	358,200	76,513	101,452
5007100 · FICA Expense	2,522	3,100	5,316	6,600	27,000	5,752	6,808
5007200 · Unemployment Expense	92	280	315	760	3,400	447	486
5007400 · Health & Accident Expense	2,588	4,160	6,758	11,360	51,300	9,141	11,742
5007500 · Retirement Expense	2,465	2,300	4,999	5,050	18,400	5,292	6,354
5007700 · Workers Compensation Expense	116	140	299	390	1,700	342	458
5007800 · Staff Employment Expense	-	-	-	-	-	-	-
Total 5001000 · Staff Expenses	41,110	44,980	97,746	106,460	460,000	97,487	127,300
5009000 · Administrative Expenses							
5009200 · Computers	3,175	3,735	4,304	4,905	19,950	4,809	2,480
5009300 · Equipment & Repair Expense	52	165	151	495	3,500	310	528
5009500 · Liability Insurance	-	-	1,878	1,850	2,400	1,878	1,843
5009600 · Meeting Expenses	843	885	1,788	2,050	10,420	1,208	1,662
5009650 · TBID Communications	69	-	389	450	3,250	856	92
5009700 · Office Supplies	-	40	1,954	2,005	2,400	1,349	1,397
5009750 · Postage	24	250	248	750	5,000	718	509
5009800 · Professional Training	1,407	1,500	4,690	4,800	14,100	238	5,327
5009850 · Legal and Accounting	-	-	500	550	15,200	500	500
5009900 · Telephone/Wireless Equipment	607	627	1,301	1,877	7,420	1,315	1,399
Total 5009000 · Administrative Expenses	6,177	7,202	17,203	19,732	83,640	13,181	15,737
5150000 · Marketing Expenses							
5151000 · Advertising	29,943	30,400	91,114	91,610	801,670	101,057	76,277
5151500 · Film Recruitment	-	-	-	-	1,000	-	-
5152000 · Opportunity	-	-	2,925	3,000	80,000	-	14,270.32
5152500 · Printed Materials	-	-	-	-	56,500	4,517	1,007
5153000 · Publicity	4,536	4,900	10,974	11,500	59,950	21,332	18,273
5154000 · Sales Expenses	4,035	4,100	7,591	7,700	136,500	7,393	5,571
5155000 · Tradeshow/Conventions	1,243	4,300	1,875	5,000	54,100	10,682	36,622
5156000 · Visitor Information Center	-	-	-	-	25,600	4,562	3,151
5156500 · Web Site	3,923	3,720	7,495	7,310	41,040	7,158	3,546
Total 5150000 · Marketing Expenses	43,680	47,420	121,973	126,120	1,256,360	156,701	158,718
Total Expense	90,967	99,602	236,922	252,312	1,800,000	267,369	301,755
Total Net Income	(90,956)	(99,602)	1,057,483	1,055,141	-	1,188,061	681,611

Cash	Current Month	Last Month	Last Year
Unrestricted	1,058,736	1,149,692	1,188,034
Unearned Revenue	-	-	-
Contract Reserves	-	-	3,600
BOD Restricted	576,519	576,519	324,019

