



## **BILLINGS TOURISM BUSINESS IMPROVEMENT DISTRICT**

### **BOARD OF DIRECTORS | REGULAR MEETING AGENDA\***

**September 11<sup>th</sup>, 2025 | 8:30 a.m.**

**BILLINGS CHAMBER OF COMMERCE BOARDROOM | 815 SOUTH 27<sup>TH</sup> STREET**

**MISSION** – *To generate room nights for lodging facilities in the city of Billings by effectively marketing the region as a preferred travel destination.*

\*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.

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|-------|--|--------|
| I.    | Call to Order – J. Schoenhard.....   | 8:30   |
| II.   | Public Comment – J. Schoenhard   |        |
|       | i.    Comments offered regarding items not included on the agenda (3-minute limit/person)          |        |
| III.  | BTBID Partner Updates .....  | 8:35   |
|       | i.    Billings Chamber of Commerce Monthly Update – Heather McDowell, Billings Chamber BOD Liaison |        |
|       | ii.   MetraPark Advisory Board Monthly Update- J. Studiner, BTBID Board Liaison                    |        |
| IV.   | Approval of August Board Meeting Minutes – J. Schoenhard (Pgs. 2-5).....                           | ACTION |
| V.    | Approval of August FY25 Financial & Variance Reports – M. Stevenson (Pgs. 6-7) .....               | ACTION |
| VI.   | New Business: J. Schoenhard /A. Eggart.....  | 8:50   |
|       | i.    Holiday Nights: Josh Benson & D’Vaughn Hayes – Holiday Nights.....                           | ACTION |
|       | ii.   Chamber Elections Matter: D. Brooks  |        |
|       | iii.  Investment Options: A. Eggart, M. Stevenson .....  | ACTION |
|       | iv.   Investment Policy: A. Eggart, M. Stevenson   |        |
| VII.  | Old Business: J. Schoenhard /A. Eggart.....  | 9:20   |
|       | i.    Key Performance Indicators: A. Eggart  |        |
|       | ii.   Bylaws and Policies Committee: J. Schoenhard, A. Eggart.....                                 | ACTION |
| VIII. | Board Comments – J. Schoenhard   |        |
| IX.   | Adjournment .....  | 10:15  |

**TBID Board of Directors**  
**MEETING MINUTES**  
**August 14, 2025**

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**Board Members Present:** Jordan Clayton, Shelli Mann, George Maragos, Jase Muri, Joe Studiner, Jeff Schoenhard, Steve Wahrlich via Owl

**Board Members Absent:**

**Ex-Officios Present:** Heather McDowell, Sibanye Stillwater, Chamber Board Liaison

**Ex-Officios Absent:**

**Staff Present:** John Brewer, Dan Brooks, Kyra Cousins, Casey Conlon, Aly Eggart, Maddie Malmstrom, Polly Mulvaney, Marya Pennington, Megan Stevenson

**Staff Absent:**

**Others Present:** Lacey Gardner, Boothill Inn & Suites; Kami Quigley, Big Horn Resort; Jess Peterson, Western Skies Strategies & Billings Chamber Board Chair; Jessica Ireland, Sunshine & Bourbon

**Call to Order:** Jeff called the meeting to order at 8:30 a.m.

**Public Comment:** No public comments were made.

**BTBID Partner Updates:**

**Billings Chamber of Commerce Monthly Update:** Heather informed the TBID Board that she has been working on the BTBID/Billings Chamber of Commerce Management Agreement and on a task force for office building improvements. Heather said she will keep the TBID Board updated throughout this process and offers her support on the TBID/Chamber governance work.

**MetraPark Advisory Board Monthly Update:** No current update as the advisory board did not meet ahead of MontanaFair.

**Approval of Board Minutes:**

Request for a motion to approve the July meeting minutes.

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

**Approval of July Special Meeting Minutes:**

Request for a motion to approve the July special meeting minutes.

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

**Approval of Financial & Variance Reports:**

Request for a motion to approve the financial and variance reports.

MOTION: George motioned to approve; Jase seconded. Motion carried.

**Unpaid Properties:** Megan asked the board's advice concerning a few properties under the same ownership who have not yet paid their dues. The board recommends looking at their dues from the last two quarters, then taking the higher amount and filling out their form at 100% occupancy, per the BTBID by-laws. Once the form is filled out it should be filed with the City of Billings with a \$500 late fee per reporting quarter. Jase has suggested that the board goes over the BTBID by-laws at the September meeting and looking them over for instances such as this.

**New Business:**

**Billings Sports Authority:** Casey passed around a list of potential Billings Sports Authority board

members and By-Law's. Casey explained that the recommended by-laws were put together by researching other destinations' sports commissions and he would like this board to consist of 9-15 board members that include people in our sports communities and sport stakeholders, as well as business and community members, to identify what Billings is needing. All Billings Sports Authority board members will understand that they will be representing the community as a whole and not focused on their specific sport entity or business needs. Casey would like to have this new authority together by the end of the calendar year and the group would start meeting quarterly, then monthly if needed. Some board members threw in their recommendations for potential board members as well.

#### Visitor Profile Study Update:

Aly shared Visit Billings' timeline on our upcoming visitor profile study. The study will begin on Labor Day weekend where forms will be handed out and visitors will be intercepted. This first part of the study will last three days and then over the winter Future Partners will do online surveying from Visit Billings' audience as well as potential visitors of all ages. This will be about a year-long process to obtain the visitor profile study and in May, another survey will be sent out and people will be intercepted with questions geared toward sports travelers. Another aspect of this study to focus on will be looking at upcoming conferences that surveyors could be stationed at, during early to late spring when the focus could be both on business travelers and leisure travelers.

#### Old Business:

Management Agreement: John thanked the board for their hard work on the management agreement over the past seven months. The recent change consolidates rent, management, and shared staff expenses into an annual payment of \$150,000 which will be paid monthly.

John noted that the timeline for the workspaces building would be three months and would focus on optimizing work areas and communal spaces. The Chamber board will work through other building changes and then have a conversation with the TBID board. No action will be taken without the TBID board's approval.

Jess expressed hope that the amendments would be agreeable to the TBID board. The agreement has a two-year term, and if changes are needed, it can be revisited at that time.

Discussion was held among the board, Chamber liaison, the Chamber board chair, and the Chamber President/CEO. Aly presented the Chamber/TBID Partnership for the TBID board members to review.

#### Approval of Management Agreement:

Request for a motion to approve the Management Agreement as written.

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

Jase opposed this motion.

Visit Billings Rebrand: Marya and Aly presented the rebrand to the board again for an action approving the new Visit Billings logo, brand concepts, color pallets, etc. that was shown during last month's meeting. It is planned that the rebrand will be presented and launched on September 18<sup>th</sup> at the Chamber Annual Business Celebration, hosted at Billings Hotel and Convention Center.

#### Approval of Visit Billings Rebrand:

Request for a motion to approve the Visit Billings Rebrand.

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

Yellowstone Ice Foundation MOU: Jeff and Aly shared the final MOU from the Yellowstone Ice Foundation and asked for final agreement from the TBID board.

#### Approval of the Yellowstone Ice Foundation MOU:

Request for a motion to approve the Yellowstone Ice Foundation MOU as written.

MOTION: George motioned to approve, Jase seconded. Motion carried.

**Board Comments:** Aly proposed a new annual tourism award to be presented at the annual meeting. The award, named the "Kooistra Excellence Award," will honor Kevin Kooistra, with his family's full support. The TBID board approved of the name. Visit Billings also plans to introduce other tourism awards during National Travel and Tourism Week (NTTW), but the Kooistra Excellence Award will be the main annual recognition.

Marya shared details about the ACGI program with the board. Aly extended an invitation to board members for dinners and a golf day and reviewed the event details with them.

Jase asked a few more questions about the previously discussed financials.

**Adjournment:** George motioned to adjourn.

Meeting adjourned at 9:45 a.m.

*Submitted by K. Cousins*

**TBID Board of Directors**  
**Financial Statement Variance Report**  
**AS OF August 31, 2025**

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August's revenue over expenses is \$72,399 under budget.

Revenue is \$79,104 under budget.

- Assessment income is under budget \$79,240. At the time of this report, two properties are still outstanding in the amount of \$78,984.

Expenses are \$6,705 under budget.

- Staff Expenses are \$6,353 under budget.
- Administrative Expenses are \$919 under budget.
- Marketing Expenses are \$567 over budget from publicity (Research).

**Tourism Business Improvement District  
Profit & Loss  
Budget vs. Actual  
August 2025**

	CURRENT MONTH		YEAR TO DATE		2025-26 Annual Budget	LAST YEAR	PREVIOUS YEAR
	Actual	Budget	Aug 2025 Actual	Aug 2025 Budget		Aug 2024 Actual	Aug 2023 Actual
<b>Income</b>							
4001100 · TBID Assessments	32,846	113,000	1,620,760	1,700,000	3,400,000	865,868	872,806
4001500 · Miscellaneous Income	1,238	1,250	2,635	2,500	15,000	4,700	7,519
Carryover used for budget	-	-	45,000	45,000	45,000	231,000	259,174
<b>Total Income</b>	<b>34,084</b>	<b>114,250</b>	<b>1,668,395</b>	<b>1,747,500</b>	<b>3,460,000</b>	<b>1,101,568</b>	<b>1,139,499</b>
<b>Expense</b>							
<b>5001000 · Staff Expenses</b>							
5007000 · Wages	28,337	32,200	76,070	79,800	526,700	59,495	53,129
5007100 · FICA Expense	2,068	2,500	5,598	6,200	41,000	4,372	3,997
5007200 · Unemployment Expense	169	285	492	620	3,900	352	224
5007400 · Health & Accident Expense	6,192	7,000	12,546	14,000	102,600	8,508	6,479
5007500 · Retirement Expense	2,387	2,700	6,572	6,875	42,100	4,907	3,717
5007700 · Workers Compensation Expense	150	200	316	400	2,400	293	230
5007801 · HR Contract	-	-	246	300	10,000	-	-
5007802 · Chamber Agreement	-	-	-	-	30,000	20,000	20,000
<b>Total 5001000 · Staff Expenses</b>	<b>39,303</b>	<b>44,885</b>	<b>101,842</b>	<b>108,195</b>	<b>758,700</b>	<b>97,926</b>	<b>87,777</b>
<b>5009000 · Administrative Expenses</b>							
5009200 · Computers	933	1,000	1,729	1,875	21,750	3,390	1,529
5009300 · Equipment & Repair Expense	154	165	334	350	2,500	273	315
5009500 · Liability Insurance	-	-	2,079	2,200	2,700	2,079	2,054
5009600 · Meeting Expenses	1,207	1,150	1,916	2,000	13,000	1,754	1,046
5009650 · TBID Communications	-	-	29	50	2,100	29	170
5009700 · Office Supplies	67	40	195	180	4,300	1,122	185
5009750 · Postage	160	200	1,303	1,300	5,000	1,335	788
5009800 · Professional Training	40	-	1,455	1,400	28,150	2,645	1,234
5009850 · Legal and Accounting	-	-	1,750	1,800	24,600	-	9,594
5009900 · Telephone/Wireless Equipment	386	755	956	1,510	9,100	1,101	935
5009950 · Rent	-	-	-	-	68,700	-	-
<b>Total 5009000 · Administrative Expenses</b>	<b>2,946</b>	<b>3,310</b>	<b>11,746</b>	<b>12,665</b>	<b>181,900</b>	<b>13,729</b>	<b>17,849</b>
<b>5150000 · Marketing Expenses</b>							
5151000 · Advertising	135,943	136,900	180,106	181,100	859,500	137,111	143,874
5151500 · Film Recruitment	-	-	-	-	500	-	-
5152000 · Opportunity	53,524	53,500	67,128	67,000	799,000	4,744	4,215
5152500 · Printed Materials	-	-	49	100	104,000	23	1,229
5153000 · Publicity	20,398	20,400	52,541	50,500	188,500	26,708	20,219
5154000 · Sales Expenses	29,690	29,800	60,866	61,400	257,800	16,313	10,000
5155000 · Tradeshow/Conventions	12,218	12,200	42,719	42,700	213,500	22,505	19,440
5156000 · Visitor Information Center	-	-	25,900	25,900	49,100	3,890	3,600
5156500 · Web Site	6,358	6,400	6,358	6,400	47,500	8,395	2,337
<b>Total 5150000 · Marketing Expenses</b>	<b>258,132</b>	<b>259,200</b>	<b>435,667</b>	<b>435,100</b>	<b>2,519,400</b>	<b>219,690</b>	<b>204,913</b>
<b>Total Expense</b>	<b>300,381</b>	<b>307,395</b>	<b>549,255</b>	<b>555,960</b>	<b>3,460,000</b>	<b>331,345</b>	<b>310,539</b>
<b>Total Net Income</b>	<b>(266,297)</b>	<b>(193,145)</b>	<b>1,119,141</b>	<b>1,191,540</b>	<b>-</b>	<b>770,222</b>	<b>828,960</b>

Cash	Current Month	Last Month	Last Year
Unrestricted	1,030,971	1,257,952	1,067,476
Unearned Revenue	-	-	-
Rebranding Project	33,225	35,225	83,613
Group Sales	-	-	-
Air Service	375,000	375,000	375
BOD Restricted	125,447	125,447	125,447
<b>Total Cash</b>	<b>1,564,643</b>	<b>1,793,624</b>	<b>1,276,911</b>
Assessments O/S	96,158	17,174	-

## Visit Billings Staff Updates for August 2025

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### **Marya Pennington: Marketing Director**

Marya has been leading several key marketing and branding initiatives over the past month. She supported the American Cup Golf Invitational (ACGI) by producing targeted marketing emails and creating print materials for the event. Additionally, she coordinated a full week of video and photography production with Sunshine & Bourbon at multiple Billings locations—including Rodeo Billings, rock climbing and mountain biking venues, Trail guide interviews, Marble Table, Black Dog Coffee, and live music at 406 Kitchen & Taproom. This content will be central to upcoming campaigns.

For the new Visit Billings brand, Marya is planning the Rebrand Launch event during the Chamber Annual Business Celebration on September 18. She is working closely with Sunshine & Bourbon on the new brand video and collateral, while also overseeing the production of swag and event materials. At the same time, she is editing copy and content for the redesigned Visit Billings website, which will launch in conjunction with the rebrand.

Beyond the launch, Marya is advancing new airport installation designs for Billings Logan International Airport, refreshing brand materials for the Travel & Adventure Show booth, and updating the Visit Billings tent used at local events. Finally, she is developing a three-day itinerary for a visiting photographer/influencer scheduled to experience Billings from September 24–27.

### **Maddie Malmstrom: Content Coordinator**

Maddie closed out a strong summer for social media performance in August, with nearly twice as many people seeing Visit Billings content on Facebook compared to August of last year (+99% in audience reach). Authentic video and business/attraction features—such as Big Horn Canyon, ZooMontana, and MontanaFair—continued to drive the most engagement. This momentum positions the organization well heading into fall as seasonal storytelling and visitor inspiration expand for the rest of 2025.

### **Casey Conlon: Sports Tourism Director**

September's TBID Board Meeting coincides with the beginning of the World Axe Throwing League's U.S. Open event being held in Billings. More than 150 competitors have flown in for four days of competition at Ox Indoor Axe Throwing. Casey has been assisting the WATL and Ox staffs to ensure a first-rate experience, as WATL has expressed interest in allowing Billings to bid on larger events in the future.

In late August, the ACGI golf tournaments were both well received. Casey participated both days and heard strong comments about the condition of the course as well as the attention to detail and extra amenities provided. He has also secured seven members for the Visit Billings Sports Authority. Most have responded with great enthusiasm, and the remaining responses are expected before scheduling and conducting the first meeting.

### **Polly Mulvaney: Group Sales Manager**

Polly was busy with final preparations for the American Cup Golf Invitational, which brought 20 international trade/media representatives and 30 vendors to Billings, August 23–29. The event resulted in over 160 immediate room nights and strong potential for future product offerings with both inbound and receptive tour operators. She also provided support to an Italian tour group that generated 60 room nights in August and collaborated on the development of a new itinerary for a Spanish MICE operator scheduled for September 2026, with an expected 80–90 room nights.

On the Meetings & Conventions front, Polly submitted a proposal for a national convention planned for June 2027, with a projected 525 room nights. She also provided ongoing assistance for three Montana association meetings scheduled for September and October that will contribute a total of more than 400 room nights.

**Kyra Cousins: Visitor Services Manager**

In August, Kyra and the team serviced the National Governors' Conference, which was hosted at the Northern Hotel from August 11–16. A primary focus has also been the start of the annual CTA renewal process, which kicked off with a Zoom meeting involving all CTA Program Managers. Kyra is also coordinating the IBCCES Autism Awareness and Sensory Training renewals, which TBID Board and Chamber Board Executive Committee members will need to complete for the upcoming renewal of the Certified Autism Center designation. Additionally, she worked on the final logistics and preparations for the American Cup Golf Invitational.