



**BILLINGS TOURISM BUSINESS IMPROVEMENT DISTRICT  
BOARD OF DIRECTORS | REGULAR MEETING AGENDA\***

**April 11, 2024 | 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 – G. Maragos..... 8:30
  - II. Public Comment – G. Maragos
    - a) Comments offered regarding items not included on the agenda (3-minute limit/person)
  - III. BTBID Partner Updates ..... 8:35
    - a) Billings Chamber of Commerce Monthly Update - Nick Steen, Chamber BOD Liaison
    - b) MetraPark Advisory Board Monthly Update- J. Studiner, BTBID Board Liaison
  - IV. Approval of March 2024 Board Meeting Minutes – G. Maragos (Pgs. 2-3) ..... ACTION
  - V. Approval of March 2024 Financial & Variance Reports – M. Stevenson (Pgs. 4-5) ..... ACTION
  - VI. New Business ..... 8:45
    - a) South Billings Urban Renewal Assoc. Sports Facility Planning Information – G. Maragos/E. Decker
      - Presentation:
        - Jeff Canning and Andrew Houlihan of Collaborative Design Architects
        - Dick Zier – South Billings Urban Renewal Assoc.
    - b) Community Workforce Efforts – A. Tyson
      - Informational Discussion:
        - Cathy Grider, Billings Chamber of Commerce, Workforce Development Mgr.
        - Shaye Metcalf, Big Sky Economic Development, BillingsWorks Mgr.
  - VII. Board Comments – G. Maragos ..... 9:50
    - a) Visit Billings Strategic Plan Retreat Reminder (4/18) – G. Maragos/A. Tyson
    - b) Aspirational City Visit Insights - S. Mann/G. Maragos/E. Decker/A. Eggart
  - VIII. Adjournment – G. Maragos ..... 10:15

# BILLINGS TBID BOARD MEETING

## MINUTES

### MARCH 14, 2024

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**Board Members Present:** Jordan Clayton, Shelli Mann, George Maragos, Jeff Schoenhard, Joe Studiner, Ron Spence

**Board Members Absent:** Steve Wahrlich

**Ex-Officio Present:**

**Ex-Officio Absent:** Nick Steen

**Staff Present:** Luke Ashmore, Kyra Cousins, Evan Decker, Aly Eggart, Megan Stevenson, Alex Tyson

**Others Present:** Becky Meidinger, Towne Place Suites by Marriott; Jase Muri, Billings Hotel & Convention Center; Stefan Cattarin, Erck Hotels; Adrian Ambro, Courtyard by Marriott

**Call to Order:** George called the meeting to order at 8:32 a.m.

**Public Comment:** Shelli Mann informed the TBID Board that there would be a Hotelier Roundtable hosted at the Billings Hotel & Convention Center on Monday, March 18<sup>th</sup>, at 3:30pm.

Adrian Ambro introduced himself as the General Manager for the new, soon to be opened, Courtyard by Marriott that is being built in Billings with a summer opening date expected.

#### **BTBID Partner Updates:**

**Billings Chamber of Commerce Monthly Update:** Alex Tyson shared key information from the Billings Chamber on John Brewer's behalf. On Monday, March 11<sup>th</sup>, Billings City Council approved developer Bill Honaker's purchase of the City Hall building. A more formal hearing about the City Hall building will come from John at the Visit Billings Strategic and BTBID Board Retreat on Thursday, April 18<sup>th</sup>. Wednesday, March 13<sup>th</sup>, the Billings Chamber hosted a Public Safety Meeting at the DoubleTree by Hilton to explore pressing concerns about our overcrowded jail, school safety, and domestic violence from expert panelists consisting of City Attorney Scott Twito, Councilwomen Jennifer Owen, Superintendent Dr. Erwin Garcia, and County Commissioner Mark Morse. Alex also shared that the Aspirational City Visit to Grand Rapids, MI is coming together well. Grand Rapids will also be sharing their Brew Trail, signature events through their tourism office and Sports Tourism Council information. Aly Eggart and Evan Decker will attend the trip representing Visit Billings along with Steve Wahrlich, Shelli Mann, and George Maragos from the BTBID Board. The Chamber Breakfast will be on Thursday, April 25<sup>th</sup>, at MetraPark.

**MetraPark Advisory Board Monthly Update:** Evan Decker shared that the MetraPark Advisory Board's meeting was focused on the recent MHSA Tournaments. Both the All-Class State Wrestling Boys and Girls Tournament along with Class C State Basketball Boys and Girls Tournament went great this year. The one thing that MetraPark will be focusing on now is their POS systems and cellular service.

#### **Approval of Board Minutes:**

Request for a motion to approve the February meeting minutes.

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

#### **Approval of Financial & Variance Reports:**

Request for a motion to approve the financial and variance reports. MOTION: Ron motioned to approve; Joe seconded. Motion carried.

**New Business:**

**MHSA Bid Support for Capital Improvement Program (CIP) Fees:**

Evan Decker requested bid support for the 2026 bids for MetraPark/MHSA event's including up to \$17,500 for All-Class Wrestling Tournament CIP coverage, up to \$15,500 for Class A State Basketball Boys and Girls Tournament CIP Coverage, and CIP support for any MHSA additional sanctioned event awarded to Billings like All Class Volleyball.

Request for a motion to approve the support for MHSA Bids for Capital Improvement Program (CIP) Fees for tournament bids for 2026.

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

**Warm Season Campaign Preps:** Aly Eggart shared a presentation highlighting the Spring/Summer Campaign prep visuals with the TBID board.

**Old Business:**

**Air Service Update:**

Aly Eggart shared that Denver will be offering five daily, direct flights from Billings to Denver starting May 23<sup>rd</sup>. The fourth flight will be added as early as March 31<sup>st</sup>. Chicago is opening flights from Billings to Chicago in the summer months, but are hoping to secure a year-round service, and Seattle will be offering year-round flights, with three times daily beginning in May, from Billings to Seattle. Aly shared that the State Office of Commerce of offering \$50,000 towards the SCASDP Grant for air service. Aly also informed the TBID board that there will now be a bi-monthly newsletter going out from the Air Service Committee. The Montana Air Service Rendezvous will be held August 20-21<sup>st</sup> in Billings.

**Board Comments:**

Ron warned the TBID board that there is a new fraudulent website called "Hotel Tonight" and to be cautious. This was a scam in which Ron had a personal experience.

Shelli stated that there was great representation from Billings at the State TBID Meeting and added that Bozeman is considering an \$8-\$10/night special improvement fee of a type of SID to put towards building a convention center and/or other Bozeman area tourism developments.

Adrian Ambro informed the group the Courtyard by Marriott is expected to open mid-July. The Yellowstone Event Center next to the new hotel may finish construction by spring 2025.

**Adjournment:** Shelli motioned to adjourn; Ron seconded.

Meeting adjourned at 9:31 am.

*Submitted by K. Cousins*

**BILLINGS TBID BOARD OF DIRECTORS**  
**VARIANCE REPORT**  
**MARCH 31, 2024**

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**Revenue over expenses is \$40,319 under budget.**

**Revenue is \$33,132 under budget:**

- Assessment income is under budget \$60,710. At the time of this report, there is still \$44,780 outstanding. One TBID property has not paid, and two additional properties are currently protesting property taxes which impacts timing of assessments being paid to the TBID. Staff is working with the County to receive full payment of funds due.
- Interest/Misc. income is over budget \$27,578.

**Expenses are \$7,187 over budget:**

- Staff Expenses are over budget \$704.
- Administrative Expenses are \$1,733 under budget from timing of meetings, postage, & accounting.
- Marketing Expenses are over budget \$8,217.
  - Advertising is over budget \$159.
  - Opportunity is under budget \$1,312.
  - Printed Materials is \$1,968 under budget.
  - Publicity is under budget \$366.
  - Sales is over budget \$2,960 from sports hospitality.
  - Tradeshows is over budget \$8,365 from the ACGI, ABA, Small Market Meetings, and Travel & Adventure shows.
  - Website is over budget \$745.

**Tourism Business Improvement District  
Profit & Loss  
Budget vs. Actual  
March 2024**

	CURRENT MONTH		YEAR TO DATE			LAST YEAR	PREVIOUS YEAR
	Actual	Budget	March 2024 Actual	March 2024 Budget	2023-24 Annual Budget	March 2023 Actual	March 2022 Actual
<b>Income</b>							
4001100 · TBID Assessments	-	-	1,664,290	1,725,000	1,725,000	1,761,544	1,248,063
4001500 · Miscellaneous Income	3,718	-	27,578	-	-	10,558	536
Carryover used for budget	-	-	259,174	259,174	259,174	257,527	575,893
<b>Total Income</b>	<b>3,718</b>	<b>0</b>	<b>1,951,042</b>	<b>1,984,174</b>	<b>1,984,174</b>	<b>2,029,629</b>	<b>1,824,492</b>
<b>Expense</b>							
<b>5001000 · Staff Expenses</b>							
5007000 · Wages	28,409	28,400	297,968	298,300	383,094	222,952	226,184
5007100 · FICA Expense	2,127	2,200	21,109	21,400	27,800	15,246	15,966
5007200 · Unemployment Expense	346	400	1,810	2,200	2,900	1,579	1,627
5007400 · Health & Accident Expense	3,332	3,310	29,700	29,960	40,200	31,159	20,911
5007500 · Retirement Expense	2,319	2,100	20,666	18,550	25,000	14,828	13,845
5007700 · Workers Compensation Expense	141	150	1,211	1,350	1,800	946	971
5007800 · Staff Employment Expense	-	-	-	-	-	-	-
<b>Total 5001000 · Staff Expenses</b>	<b>36,673</b>	<b>36,560</b>	<b>372,464</b>	<b>371,760</b>	<b>480,794</b>	<b>286,711</b>	<b>279,503</b>
<b>5009000 · Administrative Expenses</b>							
5009200 · Computers	834	1,965	11,927	11,085	19,680	10,625	10,572
5009300 · Equipment & Repair Expense	48	165	1,354	1,685	3,000	1,432	2,011
5009500 · Liability Insurance	-	-	2,554	2,700	2,700	2,554	2,378
5009600 · Meeting Expenses	771	600	7,073	7,600	10,650	6,706	5,124
5009650 · TBID Communications	6,745	6,000	10,008	9,700	10,700	2,097	1,979
5009700 · Office Supplies	120	100	1,518	1,200	1,200	589	2,476
5009750 · Postage	979	400	3,233	3,600	5,000	3,193	2,250
5009800 · Professional Training	6,523	5,700	12,975	12,200	14,300	6,075	7,790
5009850 · Legal and Accounting	-	-	12,482	14,375	15,000	13,583	11,800
5009900 · Telephone/Wireless Equipment	470	640	5,048	5,760	7,650	5,351	4,166
<b>Total 5009000 · Administrative Expenses</b>	<b>16,491</b>	<b>15,570</b>	<b>68,172</b>	<b>69,905</b>	<b>89,880</b>	<b>52,205</b>	<b>50,545</b>
<b>5150000 · Marketing Expenses</b>							
5151000 · Advertising	63,809	62,200	508,634	508,475	792,000	467,184	391,930
5151500 · Film Recruitment	-	-	-	-	1,000	-	-
5152000 · Opportunity	714	1,000	51,138	52,450	128,000	121,389	28,960
5152500 · Printed Materials	-	-	75,682	77,650	93,000	11,792	3,970
5153000 · Publicity	59	-	28,834	29,200	104,700	46,756	29,565
5154000 · Sales Expenses	33,326	29,300	126,910	123,950	182,500	109,543	97,663
5155000 · Tradeshows/Conventions	1,606	1,000	56,665	48,300	51,800	43,351	22,075
5156000 · Visitor Information Center	-	-	5,935	6,300	9,500	1,605	404
5156500 · Web Site	1,021	965	28,465	27,720	51,000	40,157	24,760
<b>Total 5150000 · Marketing Expenses</b>	<b>100,536</b>	<b>94,465</b>	<b>882,262</b>	<b>874,045</b>	<b>1,413,500</b>	<b>841,777</b>	<b>599,326</b>
<b>Total Expense</b>	<b>153,700</b>	<b>146,595</b>	<b>1,322,897</b>	<b>1,315,710</b>	<b>1,984,174</b>	<b>1,180,692</b>	<b>929,374</b>
<b>Total Net Income</b>	<b>(149,982)</b>	<b>(146,595)</b>	<b>628,146</b>	<b>668,464</b>	<b>-</b>	<b>848,937</b>	<b>895,118</b>

Cash	Current Month	Last Month	Last Year
Unrestricted	530,329	680,808	849,774
Unearned Revenue	-	-	-
Contract Reserves	-	-	-
Rec Center	-	-	50,000
Air Service	475,000	475,000	375,000
BOD Restricted	325,447	325,447	354,672
<b>Total Cash</b>	<b>1,330,776</b>	<b>1,481,255</b>	<b>1,629,445</b>

