



**BILLINGS TOURISM BUSINESS IMPROVEMENT DISTRICT**

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

**April 10<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.

- I. Call to Order – G. Maragos..... 8:30
- II. Public Comment – G. Maragos
  - 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 – Katy Schreiner, Billings Chamber BOD Liaison
  - ii. Legislative Update – D. Brooks
  - iii. MetraPark Advisory Board Monthly Update- J. Studiner, BTBID Board Liaison
- IV. Approval of March Board Meeting Minutes – G. Maragos (Pgs. 2-3) ..... ACTION
- V. Approval of March FY25 Financial & Variance Reports – M. Stevenson (Pgs. 4-5) ..... ACTION
- VI. Old Business: G. Maragos/A. Eggart.....8:50
  - i. Amend Recreation Campus Courts Facility: K. Thomson..... ACTION
  - ii. Yellowstone Ice Foundation MOU: G. Maragos/A. Eggart.....ACTION
  - iii. Sports Commission Discussion: A Eggart
- VII. New Business: G. Maragos/A. Eggart..... 9:20
  - i. National Travel & Tourism Week: M. Pennington/ A. Eggart
- VIII. Board Comments – G. Maragos
- IX. Adjournment ..... 10:00

**TBID Board of Directors**  
**MEETING MINUTES**  
**March 18, 2025**

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

**Board Members Absent:**

**Ex-Officios Present:** Katy Scheiner, CEO, Downtown Billings Alliance & Billings Board Liaison

**Ex-Officios Absent:**

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

**Others Present:** Lacey Gardner, Boothill Inn & Suites; Jeff Roach, City of Billings; Kevin Iffland, Billings Parks and Recreation; Kory Thompson, Billings Parks and Recreation; Desiree Brady, DoubleTree by Hilton; Stacey Creech, Country Inn & Suites; Kendra McNulty, Country Inn & Suites

**Call to Order:** George called the meeting to order at 8:29 a.m.

**Public Comment:** Aly welcomed Casey Conlon and introduced him to the board as Visit Billings' Sports Director.

**BTBID Partner Updates:**

**Billings Chamber of Commerce Monthly Update:** Katy reported on recent activities including a meeting at Riverstone Health featuring a presentation by CEO John Forte regarding their Billings-based programming. The Chamber board is currently proceeding with seeking nominations for new chamber board members, discussing the office relocation project and addressed Chamber membership initiatives. The success of Chamber Ag week and the Ag Celebration Banquet along with Kelsi's contributions were acknowledged. Katy further informed the board that the Downtown Billings BID process is up for renewal this year. She is currently working towards securing the required 60% business approval, emphasizing the BIDs vital role in downtown operations.

John highlighted the upcoming May board retreat at the Pollard Hotel. John reminded the board of the Chamber's Legislative videoconferences, which include a complimentary lunch, and encouraged participation. He is also hoping to have more conversations about the new ice facility, SD2 initiatives, projects happening at MertaPark and what the TBIDs role will be.

**MetraPark Advisory Board Monthly Update:** Jase informed the board that the Metra is ready to break ground on the new outdoor rodeo grounds and will be aiming for completion in early July ahead of MontanaFair. The NILE is hoping to bring a rodeo into town in October.

**Approval of Board Minutes:**

Request for a motion to approve the February meeting minutes.

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

**Approval of Financial & Variance Reports:**

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

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

**New Business:**

**Airport Update:** Jeff Roach, Director of Aviation and Transit for the City of Billings, presented on the significance of air service development for the city, region, and state. He detailed the infrastructure expansion at Billings Logan International Airport (BIL) to support this development. Notably, BIL has

completed a five-year project to double jet bridges and undertake other terminal improvements to accommodate increased flight activity. The airport is now shifting focus to non-terminal areas, including ticketing counters, baggage claim, and parking expansion.

Jeff also shared updates on air service at BIL. American Airlines will commence flights to Chicago in May, with a second daily flight starting in June. Conversely, Allegiant Air has closed its crew base in Los Angeles (LAX), resulting in the discontinuation of direct service from BIL.

**Old Business:**

**Amend Recreation Campus Courts Facility:** Kory Thompson, Recreation Superintendent with Billings Parks and Recreation, presented an update on the Amend Recreation Courts Facility. The project is currently in the design development phase, with plans for four full-sized basketball courts, convertible to eight smaller courts, middle school-sized volleyball courts, concessions, and locker rooms. The proposed operating hours are Monday through Friday, 6am to 11pm, with weekends reserved for sports tourism and tournaments. Johnson Consulting, in collaboration with A&E Design, is assisting with the project.

The estimated annual operating expenses are \$652,000. Projected annual operating revenue is \$392,000 after the first year, with potential growth to \$639,000 by year three, based on hosting 24-40 tournaments. A full-time tournament coordinator position is planned.

It was suggested that the TBID could contribute to the facility's success by offsetting operational shortfalls for the first five years. Kevin added that they are collaborating with the Yellowstone Ice Foundation (YIF) on the court's facility project. Discussions are ongoing regarding private versus park management, with park management currently deemed more suitable. The importance of balancing community needs with sports tourism was emphasized. A decision regarding TBID involvement will be made at a future meeting.

**Yellowstone Ice Foundation MOU:** Aly reported that she and Parker are working on the Memorandum of Understanding (MOU). Parker is revising specific language, and the TBID will consider action at the April meeting.

**Strategic Priorities:** Aly shared presented the FY25-26 strategic priorities to the TBID board.

**Approval of FY25-26 Strategic Priorities:**

Request for a motion to approve the FY25-26 Strategic Priorities.

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

**Strategic Plan Priorities:** Aly shared the FY24-FY27 strategic plan priorities with the board. Some priorities include a National Travel and Tourism Week (NTTW) celebration banquet, a Visit Billings shoulder season event, and working towards an International Mountain Biking Association (IMBA) certification.

**Sports Commission Discussion:** The board discussed creating a sports commission upon Casey's arrival to the team and what that could possibly look like.

**TBID/Chamber Partnership Agreement:** John reviewed the TBID/Chamber Partnership Agreement with the board as we are moving forward with the new office building. The TBID would like to make minor language changes to the partnership agreement before an action is taken. Action will need to be considered at the April board meeting.

**Board Comments:** Shelli urged the board to consider becoming a member of the Montana Lodging Hospitality Association (MLHA).

**Adjournment:** Steve Wahrlich motioned to adjourn.

Meeting adjourned at 11:12 a.m.  
*Submitted by K. Cousins*

**BILLINGS TBID BOARD OF DIRECTORS**  
**FINANCIAL STATEMENT VARIANCE REPORT**  
**AS OF March 31, 2025**

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Revenue over expenses is over budget \$6,427.

Revenue is \$36,257 under budget.

- Assessment income is under budget \$43,980. At the time of this report, there is still \$62,912 outstanding. Three of the four properties recently paid in late March, so funds should be received by the end of April and will be reflected on the next financial reports. Staff will continue to monitor collections for the last property that has not paid yet.
- Interest/Misc income is over budget \$7,722.

Expenses are \$44,643 under budget:

- Staff Expenses are \$45,976 under budget from staffing changes.
- Administrative Expenses are under budget \$4,357 from postage, professional training and telephone.
- Marketing Expenses are \$7,648 over budget.
  - Advertising is at budget.
  - Opportunity is over budget \$9,563 from TBID's portion of the Building Phase 1 Design fees that were approved by the board at the November meeting.
  - Sales Expense is under budget \$1,139 from savings with the MT Air Service Rendezvous event.
  - Tradeshows is \$759 over budget from ACGI and Connect Texas.

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

	CURRENT MONTH		YEAR TO DATE		2024-25 Annual Budget	LAST YEAR	PREVIOUS YEAR
	Actual	Budget	Mar 2025 Actual	Mar 2025 Budget		Mar 2024 Actual	Mar 2023 Actual
<b>Income</b>							
4001100 · TBID Assessments	-	-	1,656,020	1,700,000	1,700,000	1,664,290	1,761,544
4001500 · Miscellaneous Income	2,207	1,250	18,972	11,250	15,000	27,578	10,558
Carryover used for budget	-	-	231,000	231,000	231,000	259,174	257,527
<b>Total Income</b>	<b>2,207</b>	<b>1,250</b>	<b>1,905,993</b>	<b>1,942,250</b>	<b>1,946,000</b>	<b>1,951,042</b>	<b>2,029,629</b>
<b>Expense</b>							
<b>5001000 · Staff Expenses</b>							
5007000 · Wages	29,176	34,000	332,554	364,200	473,000	297,968	222,952
5007100 · FICA Expense	1,791	2,700	22,296	25,900	34,900	21,109	15,246
5007200 · Unemployment Expense	257	500	1,828	2,400	3,400	1,810	1,579
5007400 · Health & Accident Expense	3,449	4,310	35,034	38,760	51,400	29,700	31,159
5007500 · Retirement Expense	1,980	2,900	22,162	28,350	37,200	20,666	14,828
5007700 · Workers Compensation Expense	141	170	1,291	1,530	2,100	1,211	946
5007800 · Staff Employment Expense	-	-	-	-	-	-	-
<b>Total 5001000 · Staff Expenses</b>	<b>36,794</b>	<b>44,580</b>	<b>415,164</b>	<b>461,140</b>	<b>602,000</b>	<b>372,464</b>	<b>286,711</b>
<b>5009000 · Administrative Expenses</b>							
5009200 · Computers	2,333	1,995	14,063	13,050	16,860	11,927	10,625
5009300 · Equipment & Repair Expense	123	165	1,161	1,485	2,500	1,354	1,432
5009500 · Liability Insurance	-	-	2,579	2,700	2,700	2,554	2,554
5009600 · Meeting Expenses	612	600	7,368	7,300	8,750	7,073	6,706
5009650 · TBID Communications	196	250	285	360	2,100	10,008	2,097
5009700 · Office Supplies	383	35	4,116	3,315	3,440	1,518	589
5009750 · Postage	251	300	2,317	3,800	5,000	3,233	3,193
5009800 · Professional Training	1,000	-	8,147	9,015	14,765	12,975	6,075
5009850 · Legal and Accounting	500	625	13,158	14,510	16,535	12,482	13,583
5009900 · Telephone/Wireless Equipment	326	735	4,600	6,615	8,790	5,048	5,351
<b>Total 5009000 · Administrative Expenses</b>	<b>5,725</b>	<b>4,705</b>	<b>57,793</b>	<b>62,150</b>	<b>81,440</b>	<b>68,172</b>	<b>52,205</b>
<b>5150000 · Marketing Expenses</b>							
5151000 · Advertising	45,727	45,800	517,103	517,200	639,000	508,634	467,184
5151500 · Film Recruitment	-	-	-	-	500	-	-
5152000 · Opportunity	11,971	2,400	29,963	20,400	51,000	51,138	121,389
5152500 · Printed Materials	-	-	32,526	32,700	82,000	75,682	11,792
5153000 · Publicity	2,527	2,700	37,030	37,400	114,500	28,834	46,756
5154000 · Sales Expenses	39,090	39,100	147,661	148,800	212,000	126,910	109,543
5155000 · Tradeshow/Conventions	9,909	10,000	61,759	61,000	67,000	56,665	43,351
5156000 · Visitor Information Center	-	-	3,890	3,900	9,100	5,935	1,605
5156500 · Web Site	12,132	12,630	49,786	50,670	87,460	28,465	40,157
<b>Total 5150000 · Marketing Expenses</b>	<b>121,355</b>	<b>112,630</b>	<b>879,718</b>	<b>872,070</b>	<b>1,262,560</b>	<b>882,262</b>	<b>841,777</b>
<b>Total Expense</b>	<b>163,874</b>	<b>161,915</b>	<b>1,352,676</b>	<b>1,395,360</b>	<b>1,946,000</b>	<b>1,322,897</b>	<b>1,180,692</b>
<b>Total Net Income</b>	<b>(161,667)</b>	<b>(160,665)</b>	<b>553,317</b>	<b>546,890</b>	<b>-</b>	<b>628,146</b>	<b>848,937</b>

Cash	Current Month	Last Month	Last Year
Unrestricted	559,080	720,747	530,329
Unearned Revenue	-	-	-
Rebranding Project	53,725	58,725	-
Rec Center	-	-	-
Air Service	375,000	375,000	475,000
BOD Restricted	125,447	125,447	325,447
<b>Total Cash</b>	<b>1,113,252</b>	<b>1,279,919</b>	<b>1,330,776</b>