



BILLINGS TOURISM BUSINESS IMPROVEMENT DISTRICT

BOARD OF DIRECTORS | REGULAR MEETING AGENDA*

August 14th, 2025 | 8:30 a.m.

BILLINGS CHAMBER OF COMMERCE BOARDROOM | 815 SOUTH 27TH 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 – 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 July Board Meeting Minutes – J. Schoenhard (Pgs. 2-4)ACTION
- V. Approval of July FY25 Financial & Variance Reports – M. Stevenson (Pgs. 5-6) ACTION
 - i. Unpaid Properties
- VI. New Business: J. Schoenhard /A. Eggart.....8:50
 - i. Billings Sports Authority: C. Conlon
 - ii. Visitor Profile Study Update: A. Eggart
- VII. Old Business: J. Schoenhard /A. Eggart.....9:20
 - i. Management Agreement: J. Brewer.....ACTION
 - ii. Visit Billings Rebrand: A. Eggart/ M. Pennington..... ACTION
 - iii. Yellowstone Ice Foundation MOU: J. Schoenhard/ A. EggartACTION
- VIII. Board Comments – J. Schoenhard
- IX. Adjournment 10:15

TBID Board of Directors
MEETING MINUTES
July 10, 2025

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

Board Members Absent: George Maragos

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; Tiffany Finnicum, DoubleTree by Hilton; Cathy Cullen-Kuhr, Erck Hotels; Cassie Crafton, DoubleTree by Hilton; Dax Schieffer, Voices of Montana/Montana Travel Association; Hollis Edwards, Billings for High School Baseball Foundation; Jess Peterson, Western Skies Strategies & Billings Chamber Board Chair

Call to Order: Jeff called the meeting to order at 8:31 a.m.

Welcome Chamber Board Chair: John Brewer welcomed Jess Peterson as the newly appointed Billings Chamber Board Chair. Jess introduced himself and gave an overview of his personal and professional life with the TBID board, and his excitement to be a part of the chamber board as chair.

Public Comment: Joe shared that he is excited to have Jess as chair of the chamber board.

BTBID Partner Updates:

Billings Chamber of Commerce Monthly Update: Heather and John informed the TBID board that the Chamber's Annual Meeting will be on September 18th at the Billings Hotel and Convention Center. Dan shared Coffee with Candidate's will be starting up again hosted by the Billings Chamber at the Billings Association of Realtors. John also provided an update on the Yellowstone County Detention Center proposal.

MetraPark Advisory Board Monthly Update: Joe provided an update from the MetraPark Advisory Board Meeting. One advisory board member suggested looking into renaming a building on Metra's campus in John Osland's memory. This decision will be passed on to the Yellowstone County Commissioners. New speakers will be installed at the First Interstate Arena at the Metra and they are also gearing up for new events in the outdoor arena. The Metra will also be hosting 6 different concerts over 15 days in October.

Approval of Board Minutes:

Request for a motion to approve the June meeting minutes.

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

Approval of Financial & Variance Reports:

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

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

New Business:

Billings High School Baseball: Hollis Edwards with the Advocates for Billings Baseball Foundation presented to the board. Her presentation included travel and legion baseball teams at the high school age. With some of the participating families not able to afford travel, Hollis and others started the foundation to make baseball accessible to all kids and families. Hollis also shared how many teams and players traveled to Billings, as well as the economic impact in Billings during these games. Hollis has asked for a one-time investment for the Advocates for Billings Baseball Foundation at \$16,800. This cost will cover rental costs for Pirtz Field that will include 24 games across 3 local teams.

Approval of Billings High School Baseball:

Request for a motion to approve supporting Billings High School Baseball.

MOTION: Shelli motioned to approve \$16,800. Jase seconded. Motion carried.

Voices of Montana/Montana Travel Association: Dax Schieffer introduced himself to the board and shared the Voices on Montana had a successful legislative session this year. Both entities, Voices of Montana and Montana Travel Association, were represented. After Dax left, the board discussed this years contribution compared to what contribution was for the Voices on Montana/Montana Travel Association last year. The board recommends that more money go to the Montana Travel Association this year.

Approval of Voices of Montana/Montana Travel Association:

Request for a motion to approve support of Voices of Montana/Montana Travel Association.

MOTION: Steve motioned to approve \$12k in support, split between Voice of Montana and Montana Travel Association. Shelli seconded. Motion carried.

Visit Billings Rebrand: Aly and Marya introduced Keith Ireland, Co-Founder of Sunshine & Bourbon from Visit Billings' agency. Keith presented the Visit Billings rebrand options to the board.

Old Business:

MLHA Membership: Shelli recapped the MLHA Membership discussion that was had during the June board meeting. MLHA (Montana Lodging and Hospitality Association) has asked for \$5 per room in Billings and the TBID would cap this membership cost at \$25,000 with a two-year commitment to be re-evaluated at the end of the two-year commitment. The MLHA Membership costs would include any hotel or motel paying into the TBID through hotel assessment fees.

Approval of MLHA Membership:

Request for a motion to approve the MLHA Membership at \$25k with a two-year commitment during FY26-27.

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

Carryover Funds: Aly and Megan recommend that \$45,000 in carryover funds be split between the MLHA Membership cost, sponsorship funds or into other beneficial budget line items. After discussion with the board, they would like to allocate \$20k to the MLHA Membership, \$23k in sponsorship funds, and \$2k to the TBID Grant Cycle Funds.

Approval of Carryover Funds:

Request for a motion to approve \$20k of the carryover funds going to the MLHA Membership, \$23k to sponsorship funds, and \$2k going to the TBID Grant Cycle Funds.

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

Management Agreement: John proposed a new management agreement between the Billings Chamber and TBID. After discussion, the TBID board asked to revisit this conversation in August as

the board was not ready to act with an action.

Board Comments: No board comments were made.

Chamber/TBID Evaluation – TBID Board/J. Peterson: The Chamber/TBID Evaluation is discussed privately.

Adjournment: Shelli motioned to adjourn.

Meeting adjourned at 11:07 a.m.

Submitted by K. Cousins

**TBID Board of Directors
Special Meeting
MEETING MINUTES
July 22, 2025**

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

Board Members Absent: Shelli Mann

Ex-Officios Present:

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

Staff Present: John Brewer, Aly Eggart

Others Present: Jess Peterson, Western Skies Strategies & Billings Chamber Board Chair

Call to Order: Jeff called the meeting to order at 9:28 a.m.

Tour Chamber Building

BTBID toured the Chamber of Commerce Building to show the current work space as well as gather information on how it could be updated to better house staff.

Management Agreement Discussion

John shared a presentation with additional information regarding current building and staff costs. Board opened up for discussion on the management agreement and changes to the rent and management fees they would like to see made to the contract ahead of taking action at the August 14th meeting.

Executive Session: Annual Chamber and Leadership Evaluation

Staff were excused so board could continue the conversation on evaluation from July 10th, 2025 board meeting with Jess Peterson, Billings Chamber Board Chair.

Adjournment: Meeting adjourned at 11:00 a.m.

Submitted by A. Eggart

TBID Board of Directors
Financial Statement Variance Report
As of July 31, 2025

July's revenue over expenses is \$752 over budget.

Revenue is \$1,061 over budget. At the time of this report, three properties still had not paid yet.

Expenses are \$309 over budget.

- Staff Expenses are \$772 under budget.
- Administrative Expenses are \$555 under budget.
- Marketing Expenses are \$1,635 over budget from publicity (Research).

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

	CURRENT MONTH		YEAR TO DATE		2025-26 Annual Budget	LAST YEAR	PREVIOUS YEAR
	Actual	Budget	July 2025 Actual	July 2025 Budget		July 2024 Actual	July 2023 Actual
Income							
4001100 · TBID Assessments	1,587,914	1,587,000	1,587,914	1,587,000	3,400,000	863,730	857,722
4001500 · Miscellaneous Income	1,397	1,250	1,397	1,250	15,000	1,921	3,790
Carryover used for budget	45,000	45,000	45,000	45,000	45,000	231,000	259,174
Total Income	1,634,311	1,633,250	1,634,311	1,633,250	3,460,000	1,096,651	1,120,686
Expense							
5001000 · Staff Expenses							
5007000 · Wages	47,733	47,600	47,733	47,600	526,700	27,180	27,501
5007100 · FICA Expense	3,530	3,700	3,530	3,700	41,000	1,987	2,066
5007200 · Unemployment Expense	323	335	323	335	3,900	157	118
5007400 · Health & Accident Expense	6,354	7,000	6,354	7,000	102,600	4,247	3,232
5007500 · Retirement Expense	4,185	4,175	4,185	4,175	42,100	2,602	2,134
5007700 · Workers Compensation Expense	166	200	166	200	2,400	134	115
5007801 · HR Contract	246	300	246	300	10,000	-	-
5007802 · Chamber Agreement	-	-	-	-	30,000	20,000	20,000
Total 5001000 · Staff Expenses	62,538	63,310	62,538	63,310	758,700	56,309	55,165
5009000 · Administrative Expenses							
5009200 · Computers	796	875	796	875	21,750	705	720
5009300 · Equipment & Repair Expense	181	185	181	185	2,500	159	96
5009500 · Liability Insurance	2,079	2,200	2,079	2,200	2,700	-	2,054
5009600 · Meeting Expenses	710	850	710	850	13,000	742	395
5009650 · TBID Communications	29	50	29	50	2,100	-	0
5009700 · Office Supplies	128	140	128	140	4,300	76	185
5009750 · Postage	1,143	1,100	1,143	1,100	5,000	1,080	692
5009800 · Professional Training	1,415	1,400	1,415	1,400	28,150	1,695	284
5009850 · Legal and Accounting	1,750	1,800	1,750	1,800	24,600	-	2,450
5009900 · Telephone/Wireless Equipment	570	755	570	755	9,100	475	368
5009950 · Rent	-	-	-	-	68,700	-	-
Total 5009000 · Administrative Expenses	8,800	9,355	8,800	9,355	181,900	4,933	7,243
5150000 · Marketing Expenses							
5151000 · Advertising	44,162	44,200	44,162	44,200	859,500	71,924	10,520
5151500 · Film Recruitment	-	-	-	-	500	-	-
5152000 · Opportunity	13,604	13,500	13,604	13,500	799,000	-	1,137
5152500 · Printed Materials	49	100	49	100	104,000	-	1,229
5153000 · Publicity	32,143	30,100	32,143	30,100	188,500	17,820	17,000
5154000 · Sales Expenses	31,176	31,600	31,176	31,600	257,800	5,314	3,000
5155000 · Tradeshows/Conventions	30,500	30,500	30,500	30,500	213,500	21,154	18,080
5156000 · Visitor Information Center	25,900	25,900	25,900	25,900	49,100	3,890	3,600
5156500 · Web Site	-	-	-	-	47,500	2,393	0
Total 5150000 · Marketing Expenses	177,535	175,900	177,535	175,900	2,519,400	122,496	54,565
Total Expense	248,874	248,565	248,874	248,565	3,460,000	183,737	116,973
Total Net Income	1,385,437	1,384,685	1,385,437	1,384,685	-	912,914	1,003,712

Cash	Current Month	Last Month	Last Year
Unrestricted	1,257,952	50,567	740,820
Unearned Revenue	-	1,162,982	-
Rebranding Project	35,225	35,225	-
Group Sales	-	-	100,000
Air Service	375,000	375,000	475,000
BOD Restricted	125,447	125,447	125,447
Total Cash	1,793,624	1,749,221	1,441,268
Assessments O/S	17,174	17,174	-