



**BILLINGS TOURISM BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS | REGULAR MEETING AGENDA
FEBRUARY 9, 2023 | 8:30 a.m.**

BILLINGS CHAMBER OF COMMERCE BOARDROOM | 815 SOUTH 27TH STREET

TBID 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
 - a) Comments offered regarding items not included on the agenda (3-minute limit/person)
 - III. Partner Updates 8:33
 - a) Billings Chamber of Commerce Update: Toby O’Rourke, Chamber BOD Liaison
 - b) MetraPark Advisory Board Update: J. Studiner, MPAB Member
 - IV. Approval of January 2023 Board Meeting Minutes – G. Maragos (Pg. 3) ACTION
 - V. Approval of January 2023 Financial & Variance Reports – M. Stevenson (Pgs. 4-5) ACTION
 - a) Investment Policy Update for Board Restricted Reserves – M. Stevenson
 - b) FY24 TBID Budget Approval – A. Tyson/M. Stevenson ACTION
 - VI. Old Business 8:45
 - a) Multi-Generational Sports Facility Next Steps – S. Wahrlich
 - i. Victus Advisors Partnership/BTBID Role – J. Brewer ACTION
 - VII. Adjournment – G. Maragos 9:10
 - VIII. TBID Board Work Session – (Brief agenda available on pg. 2 of agenda packet)



**BILLINGS TOURISM BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS
WORK SESSION AGENDA
FEBRUARY 9, 2023
BILLINGS CHAMBER OF COMMERCE BOARDROOM | 815 SOUTH 27TH STREET**

I. Call to Order Work Session – G. Maragos 9:15

Priorities of BTBID Work Session:

- Maximize strengths of the BTBID/Visit Billings as an organization for stakeholders.
- Destination leadership needs and opportunities.
- Discuss how to best play a role in developing a destination that attracts visitation and grows visitor economy for tomorrow and future.
- Discuss how the BTBID may be able to assist with destination development with current and relevant tourism infrastructure project(s) at Montana’s Trailhead.
- Brainstorm the development opportunities and decisions that may be necessary to increase the impact of visitor spending on the local economy and grow visitation to the destination for the future.
- General discussion to impact mission for stakeholders of the BTBID to generate room nights for lodging facilities in the city of Billings by effectively marketing the region as a preferred travel destination - now and for the future.
- Market segments/Prepare for the future of priorities for staff and marketing/sales priorities.

II. Multi-Generational Sports Facility Next Steps -S. Wahrlich, G. Maragos, A. Tyson
a) TBID Assessment Scenarios/Full Board Discussion

III. Next Steps/Board and Staff Assignments/Close of Meeting – G. Maragos 10:30

BILLINGS TBID BOARD OF DIRECTORS

MEETING MINUTES

JANUARY 12, 2023

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

Ex-Officio Present: Toby O'Rourke

Staff Present: Alex Tyson, Aly Eggart, Evan Decker, John Brewer, Megan Stevenson, Luke Ashmore

Others Present: Becky Meidinger, TownePlace Suites; Brenda Maas, Visit SEMT; Leonard Smith, Native American Development Corporation

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

Public Comment: Alex and the TBID board welcomed Jordan to the group, while looking forward to his input and expertise.

Partner Updates:

Billings Chamber: Toby provided an update on recent Chamber conversations regarding sports facility planning and ways to gather community support for this project. Other items discussed included air service, the upcoming ag banquet, and current office plans.

MetraPark: Joe shared that his role on the MetraPark advisory board had been renewed.

Approval of Board Minutes:

Request for a motion to approve the December meeting minutes.

MOTION: Ron 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.

Request for a motion to move \$47,296 in revenue over budget to Board Restricted Reserves.

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

New Business:

Multi-Generational Sports Facility Next Steps: Steve opened discussion on the multi-generational sports facility and the next steps the board could take to support the project; conversation included specifics on the board's role in upcoming events to garner support and ways the facility can balance visitation appeal while serving the larger community.

FY23 Sports Tourism Update: Evan provided information on FY23 sports events forecasting and current bid work being done.

Visit Southeast Montana FY23 Marketing Update: Brenda presented recent marketing efforts being organized by Visit Southeast Montana, including a look at plans for updated creative and website presentation, along with project initiatives and staff updates.

FY23 Leisure Marketing Update: Aly presented information revolving around Visit Billings' marketing efforts, including performance, creative, video examples, and international marketing.

CTA Kick-Off Insights: Luke provided an update on CTA programming, drawing attention to an ongoing community survey to gather input for the upcoming program's content.

Old Business:

Native American Development Corporation Campus News: Leonard presented an update on the Native American Development Corporation's recent purchase of the Shrine campus and how this space will be utilized as a community center geared towards Native American healthcare and programming.

2023 Montana Legislative Session Update: Alex discussed the 2023 legislative session, providing information on which bills Visit Billings and the Billings Chamber are supporting or watching with a more defensive approach. Specific conversation delved into how the travel and tourism industry could be impacted by certain legislation.

Board Comments: Shelli discussed mobile visitor center options in preparation for the warm season. Visit Billings will have the brand Visit Billings tent available for visitors at two Downtown Billings Partnership events in 2023.

Adjournment: Shelli motioned to adjourn; Jeff seconded.

Meeting adjourned at 10:30am. *Submitted by L. Ashmore*

**BILLINGS TBID BOARD OF DIRECTORS
FINANCIAL STATEMENT VARIANCE REPORT
AS OF JANUARY 31, 2023**

Revenue over expenses is \$2,999 over budget. *

Revenue is \$5,397 under budget:

- Assessment income is under budget \$8,000.
- Interest/Misc. income is over budget \$2,658.

Expenses are \$8,397 under budget:

- Staff Expenses are \$5,110 under budget due to savings from the open positions.
- Administrative Expenses are \$433 under budget. Savings in equipment, meetings, and telephone help offset the increase in postage and professional training.
- Marketing Expenses are \$2,854 under budget from the following:
 - Advertising is under budget \$2,533 from timing of marketing projects.
 - Opportunity is under budget \$367.
 - Printed Materials is over budget \$1,060 from Visitor Guide mailing envelopes.
 - Website is under budget \$1,236 due to the timing of when work is performed and necessary.

**Please note that \$47,296 from additional assessment revenue and budget savings from July-December has been transferred to Board Reserves per Board action in January 2023.*

**Tourism Business Improvement District
Profit & Loss
Budget vs. Actual
January 2023**

	CURRENT MONTH		YEAR TO DATE			LAST YEAR	PREVIOUS YEAR
	Actual	Budget	Jan 2023 Actual	Jan 2023 Budget	2022-23 Annual Budget	Jan 2022 Actual	Jan 2021 Actual
Income							
4001100 · TBID Assessments	824,744	832,800	1,726,145	1,734,200	1,800,000	1,269,502	1,574,937
4001500 · Miscellaneous Income	2,658	-	2,658	-	-	80	151,241
Carryover used for budget	-	-	257,527	257,527	257,527	575,893	468,483
Total Income	827,402	832,800	1,986,330	1,991,727	2,057,527	1,845,475	2,194,662
Expense							
5001000 · Staff Expenses							
5007000 · Wages	23,834	26,000	176,142	177,000	322,000	179,386	143,398
5007100 · FICA Expense	1,696	1,900	11,820	13,500	24,000	12,582	11,139
5007200 · Unemployment Expense	395	500	992	1,500	3,000	1,013	893
5007400 · Health & Accident Expense	2,922	4,300	25,169	26,200	54,000	16,185	17,998
5007500 · Retirement Expense	1,525	1,750	11,503	12,250	20,000	11,047	10,765
5007700 · Workers Compensation Expense	116	150	714	1,000	2,000	764	702
5007800 · Staff Employment Expense	-	-	-	-	-	-	-
Total 5001000 · Staff Expenses	30,488	34,600	226,340	231,450	425,000	220,977	184,895
5009000 · Administrative Expenses							
5009200 · Computers	801	705	7,836	7,975	22,500	7,842	8,516
5009300 · Equipment & Repair Expense	140	165	1,166	1,155	3,000	1,803	579
5009500 · Liability Insurance	-	-	2,554	2,500	2,500	2,378	2,378
5009600 · Meeting Expenses	578	580	5,438	6,030	10,020	3,798	2,959
5009650 · TBID Communications	1,789	1,900	2,097	2,200	4,200	1,811	2,348
5009700 · Office Supplies	-	100	345	700	2,700	2,355	1,349
5009750 · Postage	180	-	2,979	2,500	2,500	1,911	897
5009800 · Professional Training	768	1,015	4,984	4,405	18,700	7,363	943
5009850 · Legal and Accounting	9,500	9,600	13,083	13,450	15,000	11,300	11,901
5009900 · Telephone/Wireless Equipment	418	620	4,361	4,360	7,450	3,212	2,606
Total 5009000 · Administrative Expenses	14,174	14,685	44,842	45,275	88,570	43,773	34,476
5150000 · Marketing Expenses							
5151000 · Advertising	77,470	80,000	370,867	373,400	894,500	283,426	293,434
5151500 · Film Recruitment	-	-	-	-	1,000	-	-
5152000 · Opportunity	12,887	12,800	118,889	119,257	210,137	24,857	501
5152500 · Printed Materials	-	-	11,460	10,400	64,000	1,985	7,229
5153000 · Publicity	341	300	38,841	38,800	83,700	28,666	23,973
5154000 · Sales Expenses	14,504	14,800	44,634	44,550	147,500	38,170	13,204
5155000 · Tradeshows/Conventions	2,660	2,500	32,510	32,400	58,100	5,591	10,832
5156000 · Visitor Information Center	-	-	288	300	29,000	364	3,600
5156500 · Web Site	10,599	11,835	27,809	29,045	56,020	16,309	18,864
Total 5150000 · Marketing Expenses	118,460	122,235	645,298	648,152	1,543,957	399,368	371,637
Total Expense	163,122	171,520	916,480	924,877	2,057,527	664,118	591,008
Total Net Income	664,280	661,280	1,069,849	1,066,850	-	1,181,356	1,603,654

Cash	Current Month	Last Month	Last Year
Unrestricted	1,069,763	480,409	1,379,609
Unearned Revenue	-	7,770	-
Contract Reserves	950	950	-
BOD Restricted	779,672	732,376	626,519
Total Cash	1,850,384	1,221,504	2,006,128