



**BILLINGS TOURISM BUSINESS IMPROVEMENT DISTRICT**

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

**January 9<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. MetraPark Advisory Board Monthly Update- J. Studiner, BTBID Board Liaison
- IV. Approval of December Board Meeting Minutes – G. Maragos (Pgs. 2-3) ..... ACTION
- V. Approval of December FY25 Financial & Variance Reports – M. Stevenson (Pgs. 4-5) ..... ACTION
- VI. New Business: G. Maragos/ A. Eggart.....8:45
  - i. No new business
- VII. Old Business: G. Maragos/ A. Eggart..... 8:45
  - i. Yellowstone Ice Foundation: P. Phipps/ A. Piccici
  - ii. Building Update: J. Brewer
  - iii. Strategic Plan Updates: A. Eggart
- VIII. Board Comments – G. Maragos
- IX. Adjournment ..... 10:00

**TBID Board of Directors  
Meeting Minutes  
December 19, 2024**

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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:**

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

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

**Others Present:** Lacey Gardner, Boothill Inn & Suites; Brian Van Steeland, Summers McNea; Desiree Brady, DoubleTree by Hilton

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

**Public Comment:** No public comments were made at the December TBID Board Meeting.

**BTBID Partner Updates:**

**Billings Chamber of Commerce Monthly Update:** John reminded the board that the Chamber's Community Air Service Breakfast will be held on Thursday, January 16<sup>th</sup> at the Northern Hotel. Doors to this event will open at 7:30 a.m. with the program starting at 8:00 a.m. John also informed the board that the Chamber staff met and had a great meeting with A&E Design regarding the new Chamber/Visit Billings/Visit Southeast Montana office building.

**MetraPark Advisory Board Monthly Update:** Evan shared that there is conversation about state volleyball being held at MetraPark in the coming years. It was also shared that the MetraPark PR leadership team would be coming to Billings to see the Chase Hawks rodeo, PBR and to see the plans for the outdoor arena. MetraPark will be sending out bids for the outdoor arena soon.

**Approval of Board Minutes:**

Request for a motion to approve the November meeting minutes.

MOTION: Steve motioned to approve with an amendment to the spelling of his last name in the November TBID Board minutes; Jase seconded. Motion carried.

**Approval of Financial & Variance Reports:**

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

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

**New Business:**

**2024 Audit and Tax Return:** Brian Van Steeland and Megan Stevenson went over the 2024 audit and tax return with the TBID board.

**Approval of 2024 Audit and Tax Return:**

Request for a motion to approve the FY24 BTBID full audit and 990.

Brian Van Steeland with Summers, McNea & Co., PC gave the audit presentation. Megan explained the accrual and governmental reporting that goes into the audit. The State of Montana requires this

audit.

MOTION: Shelli Mann motioned to approve the as presented; Jace seconded. Motion carried.

**Old Business:**

**Partnership Agreement:** John shared an updated proposal between the Chamber and TBID along with an updated timeline for action relating to the partner agreement and office relocation. John reviewed the state administrative revenue. 20% of lodging tax may be used for administration of the tax by the Chamber. John will draft an updated partnership agreement to be approved at the February 2025 TBID Board Meeting. The board requested we not spend the resources for an attorney review of the agreement once updated.

**Yellowstone Ice Foundation:** Aly, Evan, and John met with Parker and Alex from the Yellowstone Ice Foundation to explore how TBID funds could support their ice facility. The YIF believes that TBID support dollars would make ice rental rates more affordable, attracting more teams to the city and boost tourism. They estimate that with \$450,000 in annual TBID funding, they could host 15-20 tournaments per year. This increased activity would benefit local hotels as well. The YIF is requesting a two-year commitment from the TBID to assist their operating costs and they aim for self-sufficiency within four years. TBID support dollars would gradually decrease as the facility becomes more independent. The proposed ice facility is planned to open near Amend Park in the fall of 2025. Shelli favors a two-year commitment to increase the number of teams coming to the area. Jase would like to see a three-to-four-year commitment to assist them in becoming self-sufficient. Aly has suggested that a TBID board member joins the YIF board to ensure responsible fund usage and revenue generation. If a \$450,000 investment is considered, it is important to oversee the YIF board's activities to verify revenue and ensure effective cost reduction for ice rentals. Steve has requested ice rental rates from nearby cities such as Cody, Gillette, Glasgow, Sidney, and Great Falls for comparison. The current proposal is considering \$350,000 and an added \$100,000 from sports incentives. It was also suggested that Visit Billings cap ice rentals rates at \$300 per hour for games, events and tournaments they bring to the city. TBID funding for this facility is expected to begin October 2025 if an agreement is found.

**Marketing Update – Warm Season Campaign Results:** Aly and Marya presented the National Warm Season Campaign Results to the TBID board. Aly highlighted the research done, revealing valuable insights on travel planning habits, including the reliance on platforms like TikTok for destination discovery. The 'Outsiders' campaign resonated with our key audience and Aly also emphasized the importance of design, showcasing how our homepages and creatives adapt to both desktop and smartphones/tablets. The key demographic for both national and regional drive markets were individuals aged 25-67. Overall, the warm season campaign showed highly positive results for Billings.

**Board Comments:**

Shelli and Lacey stated that there will be quarterly meetings for all the hotel general managers. This group will be called 'Yellowstone Lodging Network' and the meetings will rotate between hotels to capture the community.

Steve proposed the question of the BTBID joining the MLHA (Montana Lodging and Hospitality Association) on behalf of all the hotels in Billings. The idea being during legislative sessions it provides the opportunity of representing more partners to provide stronger lobbying weight throughout the year.

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

Meeting adjourned at 10:00 a.m.

*Submitted by K. Cousins*

**BILLINGS TBID BOARD OF DIRECTORS**  
**FINANCIAL STATEMENT VARIANCE REPORT**  
**AS OF December 31, 2024**

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Revenue over expenses is \$29,120 over budget.

Revenue is \$6,151 over budget from interest income.

Expenses are \$22,969 under budget:

- Staff Expenses are \$18,376 under budget from staffing changes.
- Administrative Expenses are under budget \$4,050 from postage, professional training and telephone.
- Marketing Expenses are \$543 under budget.
  - Advertising is at budget.
  - Sales Expense is under budget \$897 from savings in the MT Air Service Rendezvous.
  - Tradeshows is \$1,429 over budget from ACGI and Connect Texas.

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

	CURRENT MONTH		YEAR TO DATE			LAST YEAR	PREVIOUS YEAR
	Actual	Budget	Dec 2024 Actual	Dec 2024 Budget	2024-25 Annual Budget	Dec 2023 Actual	Dec 2022 Actual
<b>Income</b>							
4001100 · TBID Assessments	-	-	869,040	868,200	1,700,000	901,186	922,119
4001500 · Miscellaneous Income	1,622	1,250	12,811	7,500	15,000	17,924	6,613
Carryover used for budget	-	-	231,000	231,000	231,000	259,174	257,527
<b>Total Income</b>	<b>1,622</b>	<b>1,250</b>	<b>1,112,851</b>	<b>1,106,700</b>	<b>1,946,000</b>	<b>1,178,285</b>	<b>1,186,259</b>
<b>Expense</b>							
<b>5001000 · Staff Expenses</b>							
5007000 · Wages	29,641	34,000	249,220	262,200	473,000	212,653	149,308
5007100 · FICA Expense	2,220	2,700	16,954	17,800	34,900	14,684	10,125
5007200 · Unemployment Expense	88	100	897	700	3,400	558	597
5007400 · Health & Accident Expense	2,957	4,310	24,761	25,830	51,400	19,718	15,407
5007500 · Retirement Expense	2,421	2,900	15,850	19,400	37,200	13,423	9,977
5007700 · Workers Compensation Expense	141	170	893	1,020	2,100	788	598
5007800 · Staff Employment Expense	-	-	-	-	-	-	-
<b>Total 5001000 · Staff Expenses</b>	<b>37,468</b>	<b>44,180</b>	<b>308,574</b>	<b>326,950</b>	<b>602,000</b>	<b>261,823</b>	<b>186,011</b>
<b>5009000 · Administrative Expenses</b>							
5009200 · Computers	2,081	1,995	9,727	9,365	16,860	8,192	7,466
5009300 · Equipment & Repair Expense	102	165	776	990	2,500	1,041	596
5009500 · Liability Insurance	-	-	2,579	2,700	2,700	2,554	2,554
5009600 · Meeting Expenses	723	780	5,950	5,800	8,750	4,834	4,857
5009650 · TBID Communications	-	-	89	110	2,100	170	308
5009700 · Office Supplies	60	35	3,058	3,210	3,440	1,390	345
5009750 · Postage	15	400	1,951	2,800	5,000	1,223	2,799
5009800 · Professional Training	1,595	2,815	6,552	8,415	14,765	5,189	4,141
5009850 · Legal and Accounting	950	1,000	1,450	1,625	16,535	1,950	3,583
5009900 · Telephone/Wireless Equipment	596	735	3,243	4,410	8,790	3,419	2,828
<b>Total 5009000 · Administrative Expenses</b>	<b>6,123</b>	<b>7,925</b>	<b>35,375</b>	<b>39,425</b>	<b>81,440</b>	<b>29,961</b>	<b>29,475</b>
<b>5150000 · Marketing Expenses</b>							
5151000 · Advertising	57,347	56,500	384,033	384,200	639,000	357,696	290,018
5151500 · Film Recruitment	-	-	-	-	500	-	-
5152000 · Opportunity	-	-	15,792	15,800	51,000	41,672	106,142
5152500 · Printed Materials	14,984	15,400	19,174	19,700	82,000	81,169	11,460
5153000 · Publicity	-	-	32,401	32,500	114,500	28,560	37,619
5154000 · Sales Expenses	19,995	19,350	61,803	62,700	212,000	39,262	29,081
5155000 · Tradeshows/Conventions	8,452	8,600	47,429	46,000	67,000	37,761	27,507
5156000 · Visitor Information Center	-	-	3,890	3,900	9,100	3,610	288
5156500 · Web Site	10,142	10,530	29,314	29,580	87,460	11,221	15,792
<b>Total 5150000 · Marketing Expenses</b>	<b>110,921</b>	<b>110,380</b>	<b>593,837</b>	<b>594,380</b>	<b>1,262,560</b>	<b>600,950</b>	<b>517,907</b>
<b>Total Expense</b>	<b>154,511</b>	<b>162,485</b>	<b>937,786</b>	<b>960,755</b>	<b>1,946,000</b>	<b>892,735</b>	<b>733,393</b>
<b>Total Net Income</b>	<b>(152,890)</b>	<b>(161,235)</b>	<b>175,065</b>	<b>145,945</b>	<b>-</b>	<b>285,550</b>	<b>452,866</b>

Cash	Current Month	Last Month	Last Year
Unrestricted	181,696	334,099	268,255
Unearned Revenue	-	-	-
Rebranding Project	67,225	67,225	-
Rec Center	-	-	-
Air Service	375,000	375,000	375,000
BOD Restricted	125,447	125,447	345,422
<b>Total Cash</b>	<b>749,368</b>	<b>901,771</b>	<b>988,677</b>

