



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

**JULY 13, 2023 | 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)
    - b) Welcome Nick Steen as FY24 Ex-Officio Member/Billings Chamber BOD Liaison
  - III. New Business ..... 8:35
    - a) FY24 Voices of Montana Tourism Support ..... ACTION
    - b) FY24 Montana Travel Association Support ..... ACTION
  - IV. Old Business ..... 8:45
    - a) Multi-Generational Sports Facility Update – S. Wahrlich/G. Maragos ..... ACTION
      - i. Current City Council Action & Chamber Activity – J. Brewer
      - ii. BTBID Support: Legal Review – Guest: Jeff Hunnes, Atty., Felt Martin, PC
      - iii. Assessment Options/Timing of Increase
      - iv. Duration/Period of Support
      - v. Terms of Support/Agreement/MOU
      - vi. Next Steps
  - V. Approval of June 2023 Board Meeting Minutes – G. Maragos (Pg. 2-3) ..... ACTION
  - VI. Approval of June 2023 Financial & Variance Reports – M. Stevenson (Pgs. 4-5) ..... ACTION
  - VII. CTA: Stakeholder Reminder – L. Ashmore ..... 10:10
  - VIII. Partner Updates ..... 10:15
    - a) Billings Chamber of Commerce Monthly Update: Nick Steen, Chamber BOD Liaison
    - b) MetraPark Advisory Board Update: J. Studiner, MPAB Member
  - IX. Board Comments – G. Maragos ..... 10:25
  - X. Adjournment – G. Maragos ..... 10:30

**BILLINGS TBID BOARD OF DIRECTORS**  
**MEETING MINUTES**  
**JUNE 8, 2023**

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**Board Members Present:** George Maragos, Joe Studiner, Ron Spence, Jeff Schoenhard, Shelli Mann, Jordan Clayton, Steve Wahrlich (via phone)

**Board Members Absent:**

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

**Others Present:** Michael Carle, DoubleTree; Sean O' Daniel, Scarity Haunted House; Michelle Williams, The Billings Depot; Brian Brown, Special Olympics of Montana

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

**Public Comment:** Alex thanked Toby O'Rourke for her work with the TBID board and her continued support and partnership as a partner in the travel and lodging industries.

**Introductions:**

**Michael Carle:** Ron introduced Michael Carle, the DoubleTree Hotel by Hilton's General Manager, to the board and staff.

**Danielle Brower:** Aly introduced Danielle Brower, Visit Billings' Social Media Assistant, highlighting her experience and her familiarity with the destination.

**Partner Updates:**

**MetraPark:** Joe provided an update on MetraPark, specifically looking ahead to continued conversations surrounding group fees and ticketing costs.

**Approval of Board Minutes:**

Request for a motion to approve the May meeting minutes.

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

**Approval of Financial & Variance Reports:**

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

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

**Old Business:**

**FY23 Leisure Marketing Update:** Aly presented post reporting and successes from Visit Billings' winter marketing campaign. She also updated the board on recent wins in garnering positive publicity for the destination and ongoing work in this area.

**Visitor Facilitation/Experience:** Luke provided an update on Visit Billings' Certified Tourism Ambassador Program, calling attention to the official launch in July. He also provided insights on the recent digital visitor passes.

**Sports Tourism Information:** Evan shared an update on a recent Northwest American Legion Baseball bid, letting the board know that Billings had been selected to host upcoming tournaments in 2024 and 2025. He went on to share his recent efforts in sports meetings, leads, and certifications he has earned.

**Multi-Generational Sports Facility Update:** John discussed recent happenings with the larger sports facility project, highlighting recent wins regarding this project being paired with other parks and recreation work in a proposed bond at city council.

**BIL – Small Community Air Service Grant Update:** Steve and John provided an update on ongoing efforts for the Small Community Air Service Grant.

**New Business:**

**FY24 Executive Committee:** The board looked ahead to FY24's executive committee, with recommendations made for George Maragos as Chair, Jeff Schoenhard as Vice Chair, and Joe Studiner as Treasurer.

MOTION: Shelli motioned to accept the executive committee as recommended; Steve seconded. Motion carried.

**TBID Grant Program Presentations:**

Scarity Haunted House: Sean and Michelle presented information on the upcoming event, Scarity Haunted House, discussing details with this year being the first at the Billings Depot.

Special Olympics Montana: Brian presented event information for Special Olympics as the organization plans for community efforts with Billings being the host for the next 3 years.

**Multi-Generational Sports Facility Strategy & Marketing:**

MOTION: Steve motioned to commit up to \$50,000 dollars of BTBID Board Restricted Reserve Funds for pre-PAC efforts involving strategy, messaging, and marketing for the Multi-Generational Sports Facility initiative.

Shelli seconded. Motion carried.

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

Meeting adjourned at 10:45am.

*Submitted by L. Ashmore*

**BILLINGS TBID BOARD OF DIRECTORS**  
**FINANCIAL STATEMENT VARIANCE REPORT**  
**AS OF JUNE 30, 2023**

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Revenue over expenses is over budget \$259,174. \* (*\$103,280 is already earmarked to help fund the FY24 budget leaving a balance of \$155,894. Staff will recommend the remaining funds be re-allocated to FY24 marketing and sales budget items to be outlined*).

Revenue is \$14,608 under budget:

- Assessment income is under budget \$5,002.
- Interest/Misc income is over budget \$19,683.

Expenses are \$244,493 under budget:

- Staff Expenses are \$49,015 under budget due to savings from the open positions and timing.
- Administrative Expenses are \$9,650 under budget. Savings in computers, equipment, TBID communications, and telephone helped offset the increase in meetings and postage expenses.
- Marketing Expenses are \$185,828 under budget from the following:
  - Advertising is under budget \$87,328 from savings in advertising funds that were reserved for billboard placements.
  - Film Recruitment is under budget \$1,000.
  - Opportunity is under budget \$28,084 from the Visit Billings Grant program timing for Special Olympics of Montana and timing for the Certified Autism Development program.
  - Printed Materials is \$38,445 under budget from the travel guide. This project was formally pushed to the fall of 2023 and will have a major publication overhaul thus additional funds were needed in FY24 budget.
  - Publicity is under budget \$11,807 from savings in the FY24 planning strategy.
  - Sales is \$1,670 under budget.
  - Tradeshows is under budget \$604.
  - Visitor Information Center is \$23,987 under budget from savings from the Trail Guide program, visitor text program, and a cancelled project with Experian fulfillment.
  - Website is over budget \$7,098 from the sports webpage section and homepage refresh.

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

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

	CURRENT MONTH		YEAR TO DATE			LAST YEAR	PREVIOUS YEAR
	Actual	Budget	June 2023	June 2023	2022-23 Annual Budget	June 2022	June 2021
			Actual	Budget		Actual	Actual
<b>Income</b>							
4001100 - TBID Assessments	33,453	-	1,794,997	1,800,000	1,800,000	1,248,063	1,399,412
4001500 - Miscellaneous Income	2,735	-	19,683	-	-	574	1,725
Carryover used for budget	-	-	257,527	257,527	257,527	575,893	468,483
<b>Total Income</b>	<b>36,188</b>	<b>0</b>	<b>2,072,207</b>	<b>2,057,527</b>	<b>2,057,527</b>	<b>1,824,530</b>	<b>1,869,620</b>
<b>Expense</b>							
<b>5001000 - Staff Expenses</b>							
5007000 - Wages	23,454	35,000	291,345	322,000	322,000	296,410	254,612
5007100 - FICA Expense	1,758	2,900	20,406	24,000	24,000	20,551	17,951
5007200 - Unemployment Expense	170	200	2,214	3,000	3,000	2,168	1,894
5007400 - Health & Accident Expense	3,210	7,400	40,899	54,000	54,000	28,352	31,936
5007500 - Retirement Expense	1,680	1,500	19,828	20,000	20,000	18,233	20,907
5007700 - Workers Compensation Expense	115	400	1,293	2,000	2,000	1,245	1,152
5007800 - Staff Employment Expense	-	-	-	-	-	-	-
<b>Total 5001000 - Staff Expenses</b>	<b>30,386</b>	<b>47,400</b>	<b>375,985</b>	<b>425,000</b>	<b>425,000</b>	<b>366,958</b>	<b>328,450</b>
<b>5009000 - Administrative Expenses</b>							
5009200 - Computers	2,110	10,555	14,413	22,500	22,500	15,580	15,076
5009300 - Equipment & Repair Expense	274	1,185	1,963	3,000	3,000	2,523	813
5009500 - Liability Insurance	-	-	2,554	2,500	2,500	2,378	2,378
5009600 - Meeting Expenses	1,959	800	10,904	10,020	10,020	8,639	9,581
5009650 - TBID Communications	-	2,000	2,097	4,200	4,200	2,716	2,633
5009700 - Office Supplies	1,754	1,600	2,502	2,700	2,700	4,049	1,605
5009750 - Postage	939	-	4,556	2,500	2,500	2,695	2,778
5009800 - Professional Training	6,906	7,135	18,787	18,700	18,700	12,712	4,798
5009850 - Legal and Accounting	0	300	14,083	15,000	15,000	12,300	12,901
5009900 - Telephone/Wireless Equipment	728	620	7,063	7,450	7,450	5,627	5,279
<b>Total 5009000 - Administrative Expenses</b>	<b>14,670</b>	<b>24,195</b>	<b>78,920</b>	<b>88,570</b>	<b>88,570</b>	<b>69,219</b>	<b>57,842</b>
<b>5150000 - Marketing Expenses</b>							
5151000 - Advertising	268,584	347,000	807,172	894,500	894,500	761,255	624,137
5151500 - Film Recruitment	-	-	-	1,000	1,000	-	-
5152000 - Opportunity	51,393	78,580	182,053	210,137	210,137	8,924	18,453
5152500 - Printed Materials	3,425	41,700	25,555	64,000	64,000	53,564	49,529
5153000 - Publicity	6,632	16,300	71,893	83,700	83,700	50,744	44,450
5154000 - Sales Expenses	12,788	13,950	145,830	147,500	147,500	152,702	113,856
5155000 - Tradeshow/Conventions	7,165	7,300	57,496	58,100	58,100	48,321	24,667
5156000 - Visitor Information Center	1,241	25,200	5,013	29,000	29,000	19,953	3,979
5156500 - Web Site	18,915	11,935	63,118	56,020	56,020	35,364	28,363
<b>Total 5150000 - Marketing Expenses</b>	<b>370,143</b>	<b>541,965</b>	<b>1,358,129</b>	<b>1,543,957</b>	<b>1,543,957</b>	<b>1,130,826</b>	<b>907,434</b>
<b>Total Expense</b>	<b>415,199</b>	<b>613,560</b>	<b>1,813,034</b>	<b>2,057,527</b>	<b>2,057,527</b>	<b>1,567,003</b>	<b>1,293,726</b>
<b>Total Net Income</b>	<b>(379,011)</b>	<b>(613,560)</b>	<b>259,174</b>	<b>0</b>	<b>-</b>	<b>257,527</b>	<b>575,893</b>

Cash	Current Month	Last Month	Last Year
Unrestricted	260,426	637,988	258,780
Unearned Revenue	846,674	33,872	837,614
Contract Reserves	1,970	-	23,450
Rec Center	50,000 **	38,250	-
Air Service Commitment	375,000	375,000	-
BOD Restricted	345,422	354,672	676,519
<b>Total Cash</b>	<b>1,879,492</b>	<b>1,439,781</b>	<b>1,796,362</b>

\*\* In February the Board approved to spend up to \$50,000 to help with the Victus advisory - only \$25,750 had been utilized.  
In June the Board approved to spend up to \$50,000 to help with pre-PAC assistance and messaging.