



BILLINGS TOURISM BUSINESS IMPROVEMENT DISTRICT

BOARD OF DIRECTORS | REGULAR MEETING AGENDA*

July 10th, 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.

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| I. | Call to Order – J. Schoenhard..... | 8:30 |
| II. | Welcome Chamber Board Chair Jess Peterson – J. Brewer | |
| III. | Public Comment – J. Schoenhard | |
| | i. Comments offered regarding items not included on the agenda (3-minute limit/person) | |
| IV. | 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 | |
| V. | Approval of June Board Meeting Minutes – J. Schoenhard (Pgs. 2-3) | ACTION |
| VI. | Approval of June FY25 Financial & Variance Reports – M. Stevenson (Pgs. 4-5) | ACTION |
| | i. Carryover Funds – A.Eggart /M. Stevenson..... | ACTION |
| VII. | New Business: J. Schoenhard /A. Eggart..... | 8:50 |
| | i. Billings High School Baseball: C. Conlon/ Hollis Edwards..... | ACTION |
| | ii. Voices of Montana/Montana Travel Association: D. Schieffer..... | ACTION |
| | iii. Visit Billings Rebrand: A. Eggart/ M. Pennington | |
| VIII. | Old Business: J. Schoenhard /A. Eggart..... | 9:20 |
| | i. MLHA Membership: S. Mann..... | ACTION |
| | ii. Management Agreement: J. Brewer..... | ACTION |
| | iii. Yellowstone Ice Foundation MOU: A. Eggart | ACTION |
| IX. | Board Comments – J. Schoenhard | |
| X. | Chamber/TBID Evaluation – TBID Board/J. Peterson | |
| XI. | Adjournment | 10:15 |

TBID Board of Directors
MEETING MINUTES
June 12, 2025

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

Board Members Absent: Steve Wahrlich

Ex-Officios Present:

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

Staff Present: John Brewer, Kyra Cousins, Casey Conlon, Aly Eggart, Maddie Malmstrom, Polly Mulvaney, Megan Stevenson

Staff Absent: Marya Pennington

Others Present: Lacey Gardner, Boothill Inn & Suites; Tiffany Finnicum, DoubleTree by Hilton; Jill Moberly, Big Horn Resort; Kami Quigly, Big Horn Resort; Stefan Cattarin, Erck Hotels; Evie Reck, Erck Hotels; Cathey Cullen-Kuhr, Erck Hotels; Jayne Bryant, Hampton Inn & Suites

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

Public Comment: No public comments were made.

BTBID Partner Updates:

Billings Chamber of Commerce Monthly Update: John shared that this would be Katy Schreiner's last TBID meeting as the chamber board liaison and her replacement is expected in July. John reported on a recent trip to Indianapolis where he and Jeff Roach met with representatives from nine airlines, noting a stable air service situation for Billings. Alaska Airlines is considering adding a second flight to Portland, while Southern Airways has expressed interest in providing western in-state flight options. John also shared that communication with the Billings Outlaws regarding their continued presence in Billings has indicated that they will not remain in their current form and are considering relocating to Colorado. Mike Nelson with the Northen Hotel has announced he will be running for Mayor, and the Visit Southeast Montana board meeting will be held in Medora, North Dakota.

MetraPark Advisory Board Monthly Update: Joe stated that the Metra will be focusing on the upcoming MontanaFair and their new outdoor rodeo arena. Jase shared that the Metra and Stoney received recognition from AAU Wrestling in the form of a plaque. The Metra has recently established finance and event committees and is in the process of forming an Agriculture Committee.

Approval of Board Minutes:

Request for a motion to approve the April 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: Joe motioned to approve; Jase seconded. Motion carried.

Old Business:

Management Agreement: John gave an update regarding the management agreement presented previously, which included a new building and associated fees, the decision has been made to remain in the current building. After a final evaluation of the financial feasibility of moving offices, it was determined that it is not viable at this time. The focus will now shift to the current building situation.

John is actively working on a revised management agreement that will be presented at the July board meeting for review.

All Hallow's Eve Renaissance Festival Sponsorship: Aly presented sponsorship opportunities for the All Hallow's Eve Renaissance Festival that takes place in October. Previously, the board supported this event through grant funds. With them now established as an event the focus is to shift to sponsorship. After thorough discussion from the board a consensus was reached.

Approval of All Hallow's Eve Renaissance Festival Sponsorship:

Request for a motion to approve the All Hallow's Eve Renaissance Festival Sponsorship at the Crown Jewel level. (\$10,000)

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

National Travel & Tourism Week: Maddie presented the results from National Travel & Tourism Week to the TBID board.

USBC Open Championships: Jase will be attending the United States Bowling Congress Open Championships to get a feel of what it would like to bring this event to Billings in 2031.

New Business:

FY26 Executive Committee: George Maragos informed the board that this would be his last meeting at the BTBID Board Chair. The Executive Committee has decided to nominate new individuals for leadership positions. Jeff Schoenhard will assume the role as Board Chair, and Joe Studiner will serve as Vice Chair for the BTBID. The Executive Committee recommends that Jordan Clayton be appointed a chair withing the Executive Committee and assume the responsibilities as Treasurer.

Approval of FY26 Executive Committee Recommendations:

Request for a motion to approve the Executive Committee's recommendation to appoint Jordan Clayton as the BTBID Treasurer.

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

Tournament Impact Survey: Casey informed the board that he has been working on a tournament impact survey. He noted that current methods for tracking economic impact may not capture the pull picture and expressed a desire to gather more specific data. Casey passed around a form designed to collect information directly from teams and organizers regarding hotel stays, restaurant usage, facility utilization, and the number of families and children traveling to our area. The next steps involve reviewing the form for anything missing and collaborating with hoteliers to help facilitate the tracking of information.

Board Comments: Shelli reported that the Billings TBID is a leader in the state for TBID and marketing initiatives. She highlighted a recent legislative challenge, SB-90, which aimed to eliminate the Department of Tourism and DMOs, emphasizing the crucial role of the MLHA in successfully opposing this bill due to their dedicated lobbyist. Membership statistics within Billings were noted as concerning, with only 13 out of 55 hotels being MLHA members. Recognizing this, MLHA offered a discounted membership rate to TBIDs, voting to extend this group rate to \$5 per room. For Billings' 5,000 rooms, this would amount to \$25,000 for MLHA membership, a cost Shelli proposed the TBID cover on behalf of its stakeholders. Shelli concluded by stating her intention to draft a motion regarding this matter for future consideration.

Aly shared that Visit Billings is very close on the current rebrand. She is hoping to share logos with the board at the next meeting and is expecting to have a full launch at the Chamber's Annual Meeting.

Cathy Cullen-Kuhr wished Joe a happy birthday.

Jordan let the board know that the DoubleTree has offered their meeting space to host a Human Trafficking seminar.

Adjournment: Shelli Mann motioned to adjourn.

Meeting adjourned at 9:48 a.m.

Submitted by K. Cousins

BILLINGS TBID BOARD OF DIRECTORS
FINANCIAL STATEMENT VARIANCE REPORT
AS OF June 30, 2025

Revenue over expenses is over budget \$45,163.

Revenue is \$13,104 over budget.

- Assessment income is over budget \$4,090. At the time of this report, one property is still outstanding in the amount of \$17,174. Staff will continue to monitor collections.
- Interest/Misc income is over budget \$9,014.

Expenses are \$32,059 under budget:

- Staff Expenses are \$47,356 under budget from staffing changes.
- Administrative Expenses are under budget \$5,933 from savings in TBID Communications, postage, and telephone.
- Marketing Expenses are \$21,230 over budget.
 - Advertising is over budget \$18,102 from shifting some of the state marketing buys to TBID due to lower collections received and an increase in creative fees for graphic design.
 - Opportunity is over budget \$2,728 from TBID's portion of the Building Phase 1 Design fees that were approved by the board at the November meeting.
 - Printed Materials is \$2,257 under budget from sports sales materials.
 - Publicity is \$5,132 under budget from savings in the educational community campaign.
 - Sales Expense is over budget \$2,714 from sports hospitality and incentives/assistance.
 - Tradeshow is \$1,980 over budget from ACGI, Connect Texas and Travel & Adventure shows.
 - Visitor Information Center is under budget \$1,210.
 - Website is over budget \$4,803 from the website redesign and event e-calendar.

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

	CURRENT MONTH		YEAR TO DATE		2024-25 Annual Budget	LAST YEAR	PREVIOUS YEAR
	Actual	Budget	June 2025 Actual	June 2025 Budget		June 2024 Actual	June 2023 Actual
Income							
4001100 · TBID Assessments	-	-	1,704,090	1,700,000	1,700,000	1,710,185	1,794,997
4001500 · Miscellaneous Income	1,511	1,250	24,014	15,000	15,000	34,436	19,683
Carryover used for budget	-	-	231,000	231,000	231,000	259,174	257,527
Total Income	1,511	1,250	1,959,104	1,946,000	1,946,000	2,003,795	2,072,207
Expense							
5001000 · Staff Expenses							
5007000 · Wages	38,335	36,800	440,727	473,000	473,000	381,347	291,345
5007100 · FICA Expense	2,273	3,600	29,175	34,900	34,900	27,378	20,406
5007200 · Unemployment Expense	271	300	2,808	3,400	3,400	2,607	2,214
5007400 · Health & Accident Expense	6,221	4,020	52,079	51,400	51,400	39,736	40,899
5007500 · Retirement Expense	1,875	2,800	28,066	37,200	37,200	27,927	19,828
5007700 · Workers Compensation Expense	166	200	1,790	2,100	2,100	1,624	1,293
5007800 · Staff Employment Expense	-	-	-	-	-	-	-
Total 5001000 · Staff Expenses	49,140	47,720	554,644	602,000	602,000	480,619	375,985
5009000 · Administrative Expenses							
5009200 · Computers	1,053	2,120	16,826	16,860	16,860	16,840	14,413
5009300 · Equipment & Repair Expense	135	685	1,539	2,500	2,500	1,880	1,963
5009500 · Liability Insurance	-	-	2,579	2,700	2,700	2,554	2,554
5009600 · Meeting Expenses	2,041	850	10,928	8,750	8,750	9,675	10,904
5009650 · TBID Communications	-	1,740	285	2,100	2,100	10,162	2,097
5009700 · Office Supplies	193	50	4,462	3,440	3,440	1,712	2,502
5009750 · Postage	559	400	3,566	5,000	5,000	4,175	4,556
5009800 · Professional Training	4,878	2,450	15,441	14,765	14,765	14,539	18,787
5009850 · Legal and Accounting	-	2,025	13,158	16,535	16,535	12,982	14,083
5009900 · Telephone/Wireless Equipment	746	725	6,722	8,790	8,790	6,769	7,063
Total 5009000 · Administrative Expenses	9,605	11,045	75,507	81,440	81,440	81,287	78,920
5150000 · Marketing Expenses							
5151000 · Advertising	38,077	21,000	657,102	639,000	639,000	785,690	807,172
5151500 · Film Recruitment	-	500	-	500	500	1,500	-
5152000 · Opportunity	15,550	20,700	53,728	51,000	51,000	83,320	182,053
5152500 · Printed Materials	42,706	44,300	79,743	82,000	82,000	87,960	25,555
5153000 · Publicity	37,518	42,000	109,368	114,500	114,500	69,297	71,893
5154000 · Sales Expenses	42,786	41,700	214,714	212,000	212,000	174,251	145,830
5155000 · Tradeshows/Conventions	2,226	1,000	68,980	67,000	67,000	58,392	57,496
5156000 · Visitor Information Center	4,000	5,200	7,890	9,100	9,100	5,935	5,013
5156500 · Web Site	32,146	26,580	92,263	87,460	87,460	42,493	63,118
Total 5150000 · Marketing Expenses	215,009	202,980	1,283,790	1,262,560	1,262,560	1,308,838	1,358,129
Total Expense	273,754	261,745	1,913,941	1,946,000	1,946,000	1,870,744	1,813,034
Total Net Income	(272,243)	(260,495)	45,163	0	-	133,051	259,174

Cash	Current Month	Last Month	Last Year
Unrestricted	50,567	323,353	119,666
Unearned Revenue	1,162,982	117,528	51,746
Rebranding Project	35,225	43,725	-
Group Sales	-	-	100,000
Air Service	375,000	375,000	475,000
BOD Restricted	125,447	125,447	125,447
Total Cash	1,749,221	985,053	871,859
Assessments O/S	17,174		17,659