



## **BILLINGS TOURISM BUSINESS IMPROVEMENT DISTRICT**

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

**June 12<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.

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- 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 May Board Meeting Minutes – G. Maragos (Pgs. 2-3) .....ACTION
  - V. Approval of May FY25 Financial & Variance Reports – M. Stevenson (Pgs. 4-5) ..... ACTION
  - VI. Old Business: G. Maragos/A. Eggart.....8:50
    - i. Management Agreement: J. Brewer
    - ii. All Hallow's Eve Renaissance Festival Sponsorship: A. Eggart .....ACTION
    - iii. National Travel & Tourism Week: M. Malmstrom
    - iv. USBC Open Championships: J. Muri
  - VII. New Business: G. Maragos/A. Eggart..... 9:40
    - i. FY26 Executive Committee: G. Maragos/A. Eggart.....ACTION
    - ii. Tournament Impact Survey: C. Conlon
  - VIII. Board Comments – G. Maragos
  - IX. Adjournment ..... 10:00

**TBID Board of Directors  
MEETING MINUTES  
May 8, 2025**

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

**Board Members Absent:** Steve Wahrlich

**Ex-Officios Present:**

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

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

**Others Present:** Lacey Gardner, Boothill Inn & Suites; Tiffany Finnicum, DoubleTree by Hilton; Boone Jones, Big Horn Resort; Jill Moberly, Big Horn Resorts; Mayor Bill Cole, City of Billings

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

**National Travel & Tourism Week Proclamation:** Mayor Cole presented a National & Travel Tourism Week Proclamation to the TBID board.

**Public Comment:** No public comments were made.

**BTBID Partner Updates:**

**Billings Chamber of Commerce Monthly Update:** John proved a short update on World Trade Day including travel/tourism from Canada. The Chamber is also working towards hosting an AI summit in July and the board of directors are indoctrinating new board members for the upcoming fiscal year.

**MetraPark Advisory Board Monthly Update:** Aly shared that the Montana High School Association (MHSA) accepted Visit Billings' bids to host Class C Basketball, All Class State Wrestling and State Cross Country. Casey is actively working on other bids with MHSA.

**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; Shelli seconded. Motion carried.

**FY26 Marketing Plan & Budget:** Aly presented the FY26 Marketing Plan & Budget with the board of directors that was shared on Monday, May 5 at the Billings City Council Meeting.

**Old Business:**

**Building Update:** John gave an update on the building informing the board members that there would be one more meeting with the Chamber Board and developer to see if there was a possible way to relocate our current offices. If not, our offices will remain in the same location for the next 3 years.

Yellowstone Ice Foundation MOU: Aly provided an update on the Yellowstone Ice Foundation MOU, stating that we are waiting on final language before signing, but she is confident that a decision is ready to be made.

National Travel & Tourism Week: Marya presented a National Travel & Tourism Week updated and Education Campaign PowerPoint that was launched during NTTW to the board along with Visit Billings' campaign strategy for FY25-26.

**New Business:**

No new business was discussed at the May board meeting.

**Board Comments:**

Shelli has been asked to serve on another committee and will be bringing that to MLHA's attention as well. Jase will also be participating in this committee.

**Adjournment:** Shelli Mann motioned to adjourn.

Meeting adjourned at 9:35 a.m.

*Submitted by K. Cousins*

**Warm Season Event Grant Cycle Presentation:**

Grant Presentations shared separately.

**BILLINGS TBID BOARD OF DIRECTORS**  
**FINANCIAL STATEMENT VARIANCE REPORT**  
**AS OF May 31, 2025**

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Revenue over expenses is over budget \$56,911.

Revenue is \$12,843 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 \$8,753

Expenses are \$44,068 under budget:

- Staff Expenses are \$48,775 under budget from staffing changes.
- Administrative Expenses are under budget \$4,523 from postage, professional training and telephone.
- Marketing Expenses are \$9,231 over budget.
  - Advertising is slightly over budget \$1,025.
  - Opportunity is over budget \$7,908 from TBID's portion of the Building Phase 1 Design fees that were approved by the board at the November meeting.
  - Sales Expense is over budget \$1,628 from sports hospitality.
  - Tradeshows is \$755 over budget from ACGI, Connect Texas and Travel & Adventure shows.
  - Website is under budget \$763.

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

	CURRENT MONTH		YEAR TO DATE		2024-25 Annual Budget	LAST YEAR	PREVIOUS YEAR
	Actual	Budget	May 2025 Actual	May 2025 Budget		May 2024 Actual	May 2023 Actual
<b>Income</b>							
4001100 · TBID Assessments	-	-	1,704,090	1,700,000	1,700,000	1,710,185	1,761,544
4001500 · Miscellaneous Income	1,650	1,250	22,503	13,750	15,000	34,436	16,948
Carryover used for budget	-	-	231,000	231,000	231,000	259,174	257,527
<b>Total Income</b>	<b>1,650</b>	<b>1,250</b>	<b>1,957,593</b>	<b>1,944,750</b>	<b>1,946,000</b>	<b>2,003,795</b>	<b>2,036,019</b>
<b>Expense</b>							
<b>5001000 · Staff Expenses</b>							
5007000 · Wages	35,844	36,000	402,392	436,200	473,000	381,347	267,891
5007100 · FICA Expense	2,298	2,700	26,902	31,300	34,900	27,378	18,648
5007200 · Unemployment Expense	337	300	2,537	3,100	3,400	2,607	2,044
5007400 · Health & Accident Expense	6,221	4,310	45,859	47,380	51,400	39,736	37,689
5007500 · Retirement Expense	1,898	2,900	26,191	34,400	37,200	27,927	18,148
5007700 · Workers Compensation Expense	166	200	1,624	1,900	2,100	1,624	1,178
5007800 · Staff Employment Expense	-	-	-	-	-	-	-
<b>Total 5001000 · Staff Expenses</b>	<b>46,764</b>	<b>46,410</b>	<b>505,505</b>	<b>554,280</b>	<b>602,000</b>	<b>480,619</b>	<b>345,598</b>
<b>5009000 · Administrative Expenses</b>							
5009200 · Computers	923	845	15,773	14,740	16,860	15,150	12,303
5009300 · Equipment & Repair Expense	126	165	1,404	1,815	2,500	1,880	1,689
5009500 · Liability Insurance	-	-	2,579	2,700	2,700	2,554	2,554
5009600 · Meeting Expenses	700	300	8,888	7,900	8,750	9,675	8,607
5009650 · TBID Communications	-	-	285	360	2,100	10,162	2,097
5009700 · Office Supplies	42	40	4,239	3,390	3,440	1,712	748
5009750 · Postage	74	400	3,006	4,600	5,000	4,175	3,617
5009800 · Professional Training	1,501	2,700	10,563	12,315	14,765	14,539	11,880
5009850 · Legal and Accounting	-	-	13,158	14,510	16,535	12,982	14,083
5009900 · Telephone/Wireless Equipment	611	725	5,976	8,065	8,790	6,769	6,334
<b>Total 5009000 · Administrative Expenses</b>	<b>3,977</b>	<b>5,175</b>	<b>65,872</b>	<b>70,395</b>	<b>81,440</b>	<b>79,597</b>	<b>63,913</b>
<b>5150000 · Marketing Expenses</b>							
5151000 · Advertising	51,782	50,800	619,025	618,000	639,000	785,690	538,591
5151500 · Film Recruitment	-	-	-	-	500	1,500	-
5152000 · Opportunity	4,648	7,500	38,208	30,300	51,000	83,320	130,659
5152500 · Printed Materials	3,672	4,100	37,038	37,700	82,000	87,960	22,130
5153000 · Publicity	23,365	23,700	71,850	72,500	114,500	69,297	65,261
5154000 · Sales Expenses	7,580	7,400	171,928	170,300	212,000	174,251	133,042
5155000 · Tradeshow/Conventions	-	-	66,755	66,000	67,000	58,392	50,330
5156000 · Visitor Information Center	-	-	3,890	3,900	9,100	5,935	3,772
5156500 · Web Site	5,375	4,780	60,117	60,880	87,460	42,493	44,203
<b>Total 5150000 · Marketing Expenses</b>	<b>96,422</b>	<b>98,280</b>	<b>1,068,811</b>	<b>1,059,580</b>	<b>1,262,560</b>	<b>1,308,838</b>	<b>987,989</b>
<b>Total Expense</b>	<b>147,163</b>	<b>149,865</b>	<b>1,640,187</b>	<b>1,684,255</b>	<b>1,946,000</b>	<b>1,869,054</b>	<b>1,397,499</b>
<b>Total Net Income</b>	<b>(145,513)</b>	<b>(148,615)</b>	<b>317,406</b>	<b>260,495</b>	<b>-</b>	<b>134,741</b>	<b>638,520</b>

Cash	Current Month	Last Month	Last Year
Unrestricted	323,353	469,052	265,713
Unearned Revenue	117,528	-	-
Rebranding Project	43,725	48,725	-
Group Sales	-	-	100,000
Air Service	375,000	375,000	475,000
BOD Restricted	125,447	125,447	125,447
<b>Total Cash</b>	<b>985,053</b>	<b>1,018,224</b>	<b>966,160</b>