



BILLINGS TOURISM BUSINESS IMPROVEMENT DISTRICT

BOARD OF DIRECTORS | REGULAR MEETING AGENDA*

May 8th, 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 – G. Maragos..... | 8:30 |
| II. | National Travel & Tourism Week Proclamation – Mayor Cole | |
| III. | Public Comment – G. Maragos | |
| | 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 – Katy Schreiner, Billings Chamber BOD Liaison | |
| | ii. MetraPark Advisory Board Monthly Update- J. Studiner, BTBID Board Liaison | |
| V. | Approval of April Board Meeting Minutes – G. Maragos (Pgs. 2-3) | ACTION |
| VI. | Approval of April FY25 Financial & Variance Reports – M. Stevenson (Pgs. 4-5) | ACTION |
| | i. FY 26 Marketing Plan & Budget: A. Eggart | |
| VII. | Old Business: G. Maragos/A. Eggart..... | 8:50 |
| | i. Building Update: J. Brewer | |
| | ii. Yellowstone Ice Foundation MOU: G. Maragos/A. Eggart..... | ACTION |
| | iii. National Travel & Tourism Week: M. Pennington | |
| VIII. | New Business: G. Maragos/A. Eggart..... | 9:10 |
| IX. | Board Comments – G. Maragos | |
| X. | Adjournment | 9:25 |
| XI. | Warm Season Event Grant Cycle Presentation: M. Pennington..... | 9:30 -10:15 |
| | i. Grant Presentation Agenda shared separately | |

TBID Board of Directors
MEETING MINUTES
April 10, 2025

Board Members Present: Jordan Clayton, Shelli Mann, George Maragos, Jase Muri, Jeff Schoenhard, Steve Wahrlich

Board Members Absent: Joe Studiner

Ex-Officios Present:

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

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

Others Present: Lacey Gardner, Boothill Inn & Suites; Kory Thompson, Billings Parks and Recreation; Gavin Woltjer, Billings Parks and Recreation; Tiffany Finnicum, DoubleTree by Hilton

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

Public Comment: Aly welcomed Maddie Malmstrom and introduced her to the board as the Visit Billings Content Coordinator.

BTBID Partner Updates:

Billings Chamber of Commerce Monthly Update: John provided an update on the upcoming Chamber AM that will showcase the new sports venues being developed in Billings. Attendees will hear about the progress of these venues along with the effects they will have on our local economy and the healthy impact they make to a healthy quality of life. John also provided brief updates on air service and a building update.

Legislative Update: Dan provided a legislative update, and shared that the Chamber has worked on 60 total bills so far this year with full updates on the Chamber's website. The Chamber's main priorities in this year's session are public safety, housing, and workforce. Dan also provided a passenger rail update and informed the board of the upcoming 2025 Capital Recap event on May 21 at the new Paper Mill venue from 5-7:00 pm.

MetraPark Advisory Board Monthly Update: Aly shared that Casey was introduced to the advisory board and Casey will be working on bids with MetraPark for 2026-2027 Montana High School Association (MHSA) state events.

Approval of Board Minutes:

Request for a motion to approve the March meeting minutes.

MOTION: Shelli 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; Jase seconded. Motion carried.

Old Business:

Amend Recreation Campus Courts Facility: Kory and Gavin discussed the formation of an advisory board, emphasizing that it would be established once the facility is constructed and suggested that the TBID should have representation on the board, with the number of board members yet to be

determined. They outlined a goal for the Tournament Coordinator to collaborate directly with Casey, the TBID, and Visit Billings to attract events and tournaments, with an initial focus on local candidates for the Tournament Coordinator position before potentially expanding to a national search. Kory and Gavin also mentioned a presentation that will be shared with city council on April 21 and noted that ground has been broken for the facility, with an anticipated operational timeline of 18 months.

The Amend Recreation Campus Courts Facility is asking for 3 years of support from the TBID and up to \$500,000 to assist offset operational costs during that time.

Approval of Operational Cost Support for the Amend Recreation Campus Courts Facility:

Request for a motion to approve incentive cost support for the Amend Recreation Campus Courts Facility.

Steve motioned to approve up to \$500,000 over a four-year period contingent upon the execution of a formal Memorandum of Understanding (MOU).

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

Budget Discussion: Aly shared both the CVB and TBID FY26 budget with the board. The TBID budget will be submitted to city council on April 21 and presented sometime in May for approval. The full marketing plan will be shared at a future board meeting.

Yellowstone Ice Foundation MOU: Aly provided an update on the pending Yellowstone Ice Foundation MOU with updated verbiage. George, Jeff and Steve, as part of the Yellowstone Ice Foundation MOU Task Force, once the MOU is approved by the Task Force they will recommend the full board vote to accept.

Sports Commission Discussion: Aly shared Casey's ideas on what a sports commission could potentially look like. Casey is requesting feedback from the TBID board and for other ideas as he continues his work.

New Business:

National Travel & Tourism Week: Marya gave an update on National Travel and Tourism Week. Visit Billings has a multi-faceted plan to celebrate NTTW, including providing resource kits, launching an education campaign, securing a mayoral proclamation, and hosting an appreciation event for our stakeholders.

Board Comments:

Steve shared updates on travel tariffs and the impacts of tariffs on global airline and other tourism sectors.

Shelli shared that reports show that there will be a lack of services and long lines in Yellowstone National Park this summer.

Jase shared some thoughts on the new Chamber building.

Adjournment: Steve Wahrlich motioned to adjourn.

Meeting adjourned at 10:06 a.m.

Submitted by K. Cousins

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

Revenue over expenses is over budget \$53,809.

Revenue is \$12,443 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 \$8,353.

Expenses are \$41,366 under budget:

- Staff Expenses are \$49,129 under budget from staffing changes.
- Administrative Expenses are under budget \$3,325 from postage, professional training and telephone.
- Marketing Expenses are \$11,089 over budget.
 - Advertising is at budget.
 - Opportunity is over budget \$10,760 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 \$1,447 from sports hospitality.
 - Tradeshows is \$755 over budget from ACGI, Connect Texas and Travel & Adventure shows.
 - Website is under budget \$1,357.

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

	CURRENT MONTH		YEAR TO DATE		2024-25 Annual Budget	LAST YEAR	PREVIOUS YEAR
	Actual	Budget	Apr 2025 Actual	Apr 2025 Budget		Apr 2024 Actual	Apr 2023 Actual
Income							
4001100 • TBID Assessments	48,069	-	1,704,090	1,700,000	1,700,000	1,692,526	1,761,544
4001500 • Miscellaneous Income	1,881	1,250	20,853	12,500	15,000	30,345	13,515
Carryover used for budget	-	-	231,000	231,000	231,000	259,174	257,527
Total Income	49,950	1,250	1,955,943	1,943,500	1,946,000	1,982,045	2,032,586
Expense							
5001000 • Staff Expenses							
5007000 • Wages	33,994	36,000	366,548	400,200	473,000	326,431	245,331
5007100 • FICA Expense	2,309	2,700	24,604	28,600	34,900	23,239	16,921
5007200 • Unemployment Expense	372	400	2,199	2,800	3,400	2,155	1,852
5007400 • Health & Accident Expense	4,605	4,310	39,638	43,070	51,400	32,981	34,440
5007500 • Retirement Expense	2,132	3,150	24,293	31,500	37,200	23,254	16,590
5007700 • Workers Compensation Expense	166	170	1,458	1,700	2,100	1,353	1,063
5007800 • Staff Employment Expense	-	-	-	-	-	-	-
Total 5001000 • Staff Expenses	43,577	46,730	458,741	507,870	602,000	409,412	316,195
5009000 • Administrative Expenses							
5009200 • Computers	788	845	14,850	13,895	16,860	13,910	11,463
5009300 • Equipment & Repair Expense	118	165	1,278	1,650	2,500	1,556	1,569
5009500 • Liability Insurance	-	-	2,579	2,700	2,700	2,554	2,554
5009600 • Meeting Expenses	780	300	8,187	7,600	8,750	8,142	7,746
5009650 • TBID Communications	-	-	285	360	2,100	10,008	2,097
5009700 • Office Supplies	81	35	4,197	3,350	3,440	1,518	748
5009750 • Postage	615	400	2,932	4,200	5,000	3,587	3,421
5009800 • Professional Training	915	600	9,062	9,615	14,765	14,774	6,873
5009850 • Legal and Accounting	-	-	13,158	14,510	16,535	12,502	13,583
5009900 • Telephone/Wireless Equipment	720	725	5,365	7,340	8,790	5,523	6,017
Total 5009000 • Administrative Expenses	4,016	3,070	61,895	65,220	81,440	74,074	56,071
5150000 • Marketing Expenses							
5151000 • Advertising	50,140	50,000	567,243	567,200	639,000	656,670	515,342
5151500 • Film Recruitment	-	-	-	-	500	1,500	-
5152000 • Opportunity	3,597	2,400	33,560	22,800	51,000	71,273	123,663
5152500 • Printed Materials	840	900	33,366	33,600	82,000	77,432	12,857
5153000 • Publicity	11,454	11,400	48,484	48,800	114,500	34,603	52,381
5154000 • Sales Expenses	16,686	14,100	164,347	162,900	212,000	138,810	125,450
5155000 • Tradeshows/Conventions	4,996	5,000	66,755	66,000	67,000	56,665	44,185
5156000 • Visitor Information Center	-	-	3,890	3,900	9,100	5,935	1,960
5156500 • Web Site	4,957	5,430	54,743	56,100	87,460	36,708	41,499
Total 5150000 • Marketing Expenses	92,670	89,230	972,389	961,300	1,262,560	1,079,596	917,337
Total Expense	140,263	139,030	1,493,024	1,534,390	1,946,000	1,563,083	1,289,603
Total Net Income	(90,313)	(137,780)	462,919	409,110	-	418,962	742,983

Cash	Current Month	Last Month	Last Year
Unrestricted	469,052	559,080	320,312
Unearned Revenue	-	-	-
Rebranding Project	48,725	53,725	-
Rec Center	-	-	-
Air Service	375,000	375,000	475,000
BOD Restricted	125,447	125,447	325,447
Total Cash	1,018,224	1,113,252	1,120,759