



**BILLINGS TOURISM BUSINESS IMPROVEMENT DISTRICT**

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

**November 14, 2024 | 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 October Board Meeting Minutes – G. Maragos (Pgs. 2-3) ..... ACTION
- V. Approval of October FY25 Financial & Variance Reports – M. Stevenson (Pgs. 4-5) ..... ACTION
- VI. Old Business: G. Maragos/ A. Eggart..... 8:45
  - i. Building Update: J. Brewer
  - ii. Phase One Design: J. Brewer..... ACTION
  - iii. TBID – Chamber Partner Agreement Essentials: J. Brewer..... ACTION
- VII. New Business: G. Maragos/ A. Eggart.....9:15
  - i. Human Resources Contract: J. Brewer ..... ACTION
  - ii. Amend Recreation Campus Support: A. Eggart
  - iii. Sports Update: E. Decker
  - iv. December Meeting: A. Eggart
- VIII. Board Comments – G. Maragos
- IX. Adjournment ..... 10:00

**BILLINGS TBID BOARD MEETING**  
**MINUTES**  
**October 8, 2024**

---

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

**Board Members Absent:** Steve Wharlich

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

**Ex-Officios Absent:**

**Staff Present:** Luke Ashmore, John Brewer, Kyra Cousins, Evan Decker, Aly Eggart, Megan Stevenson

**Others Present:** Lacey Gardner, Boothill Inn & Suites; Alex Picicci, Yellowstone Ice Foundation & Signal Peak Energy; Parker Phipps, Yellowstone Ice Foundation & Signal Peak Foundation

**Call to Order:** George called the meeting to order at 8:29 a.m.

**Public Comment:** Shelli announced that Lacey Gardner will take over as General Manager at the Boothill Inn & Suites. Aly added that this was Luke's last TBID meeting as a Visit Billings employee and congratulated him on his new career adventure. Luke shared that he has taken a position with the Yellowstone Art Museum in their communications department.

**BTBID Partner Updates:**

**Billings Chamber of Commerce Monthly Update:** Katy shared that the Chamber board of directors met at Bin119 during their September board meeting to properly say goodbye to Jennifer Reiser and Alex Tyson as they both pursue new careers outside of the Chamber and Visit Billings. The Chamber board of directors also had an update from Sibanye Stillwater regarding their expected layoffs and hosted a career fair for all of the Sibanye employees who were affected. Katy reminded the TBID board members that the Chamber's Annual meeting will be on October 22, at the Pub Station.

**MetraPark Advisory Board Monthly Update:** Joe first congratulated Jase to be a member of the MetraPark Advisory Board starting January 1, 2025. Joe also informed the TBID board that Verizon has finished their service at MetraPark and event goers should now be able to use their cellular devices inside First Interstate Arena.

**Approval of Board Minutes:** Request for a motion to approve the July meeting minutes. MOTION: Joe motioned to approve; Shelli seconded. Motion carried.

**Approval of Financial & Variance Reports:** Request for a motion to approve the financial and variance reports. MOTION: Shelli motioned to approve; Joe seconded. Motion carried.

**Old Business:**

**Yellowstone Ice Foundation/Signal Peak Energy Update:** Parker Phipps introduced himself to the TBID board and shared that Yellowstone Ice Foundation and Signal Peak's goal is to build an ice facility with two sheets of ice in league with SUBRA at the Sports Facility at Amend Park. With the Recreational Center not being approved, they took their idea to the City of Billings Council and got their project approved. Signal Peak Energy has 3 million dollars committed in the year 2024 for an ice facility, with another 3 million committed for 2025. YIF and Signal Peak are hoping to have a lease in hand by the of 2024 and will have already secured a building plan that will go through a city review and break ground by March 2025. YIF and Signal Peak have partnered with Melanie Schwartz to assist in fundraising efforts to offset costs.

Alex Picicci with the Yellowstone Ice Foundation and Signal Peak Energy also introduced himself to the TBID board and stated that CD Architects have been selected to work on this project with them, and they are hopeful that Billings will have a semi-pro team by 2026. YIF and Signal Peak Energy's ask to the TBID is that they support this project with \$300-500,000 annually. Additionally, a general management team would be hired to run the ice facility.

**Billings Chamber Offices/Building Update:** John informed the board that A&E Design will be working on this project and that the Chamber building task force would be meeting later in the day. More updates to come at the November board meeting.

**New Business:**

**United States Bowling Congress:** Jace gave an update on the United States Bowling Congress and how an event like this is booked in our destination. The soonest Billings would be able to host is 2031. The United States Bowling Congress hosts 10,000 teams with 5 people per team from March-July, seven days a week.

**Marketing Summit Update:** Aly shared an overview of the Marketing Summit that was held September 17-18<sup>th</sup> with the TBID board for budget purposes coming next year to expand tourism in Billings.

**Board Comments:**

Aly let the board know that the Marketing Director position has been posted as of October 4<sup>th</sup>. Katy informed everyone that HarvestFest was Saturday hosted in Downtown Billings. Shelli shared information about MLHA and asked for suggestions on how to get more people to attend the conference.

**Adjournment:** Jase Muri motioned to adjourn.

Meeting adjourned at 9:31 a.m.

*Submitted by K. Cousins*

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

---

Revenue over expenses is \$13,730 over budget.

Revenue is \$5,311 over budget from interest income.

Expenses are \$8,419 under budget:

- Staff Expenses are \$4,602 under budget from staffing changes.
- Administrative Expenses are \$1,408 under budget.
- Marketing Expenses are \$2,409 under budget.
  - Advertising is under budget \$1,041 from timing of marketing projects.
  - Sales Expense is under budget \$1,449 from savings in the MT Air Service Rendezvous.
  - Tradeshows is over budget \$740 from ACGI.

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

	CURRENT MONTH		YEAR TO DATE			LAST YEAR	PREVIOUS YEAR
	Actual	Budget	Oct 2024	Oct 2024	2024-25 Annual	Oct 2023	Oct 2022
<b>Income</b>							
4001100 · TBID Assessments	3,172	3,100	869,040	868,200	1,700,000	872,806	922,119
4001500 · Miscellaneous Income	2,229	1,250	9,471	5,000	15,000	13,456	4,447
Carryover used for budget	-	-	231,000	231,000	231,000	259,174	257,527
<b>Total Income</b>	<b>5,401</b>	<b>4,350</b>	<b>1,109,511</b>	<b>1,104,200</b>	<b>1,946,000</b>	<b>1,145,436</b>	<b>1,184,093</b>
<b>Expense</b>							
<b>5001000 · Staff Expenses</b>							
5007000 · Wages	47,054	47,000	190,276	194,200	473,000	151,483	98,098
5007100 · FICA Expense	3,465	2,700	12,576	12,400	34,900	9,981	5,719
5007200 · Unemployment Expense	143	100	739	500	3,400	434	260
5007400 · Health & Accident Expense	5,577	4,310	18,323	17,210	51,400	13,055	9,977
5007500 · Retirement Expense	3,000	3,150	11,463	13,600	37,200	8,239	6,894
5007700 · Workers Compensation Expense	159	170	610	680	2,100	505	365
5007800 · Staff Employment Expense	-	-	-	-	-	-	-
<b>Total 5001000 · Staff Expenses</b>	<b>59,398</b>	<b>57,430</b>	<b>233,988</b>	<b>238,590</b>	<b>602,000</b>	<b>183,697</b>	<b>121,312</b>
<b>5009000 · Administrative Expenses</b>							
5009200 · Computers	1,058	965	6,603	6,525	16,860	6,555	4,307
5009300 · Equipment & Repair Expense	142	165	542	660	2,500	793	393
5009500 · Liability Insurance	-	-	2,079	2,200	2,700	2,054	2,054
5009600 · Meeting Expenses	1,809	1,720	4,791	4,720	8,750	3,614	2,767
5009650 · TBID Communications	-	-	29	50	2,100	170	308
5009700 · Office Supplies	598	485	2,958	3,140	3,440	1,175	323
5009750 · Postage	210	300	1,930	2,100	5,000	1,022	2,696
5009800 · Professional Training	-	-	3,340	3,350	14,765	4,981	2,247
5009850 · Legal and Accounting	-	-	500	625	16,535	17,297	500
5009900 · Telephone/Wireless Equipment	451	735	2,130	2,940	8,790	2,031	1,684
<b>Total 5009000 · Administrative Expenses</b>	<b>4,268</b>	<b>4,370</b>	<b>24,902</b>	<b>26,310</b>	<b>81,440</b>	<b>39,691</b>	<b>17,278</b>
<b>5150000 · Marketing Expenses</b>							
5151000 · Advertising	57,444	57,700	272,959	274,000	639,000	285,432	176,643
5151500 · Film Recruitment	-	-	-	-	500	-	-
5152000 · Opportunity	8,629	8,700	15,717	15,800	51,000	16,788	83,627
5152500 · Printed Materials	805	900	4,190	4,300	82,000	5,059	5,546
5153000 · Publicity	627	600	32,366	32,500	114,500	28,501	35,082
5154000 · Sales Expenses	8,383	10,300	36,801	38,250	212,000	27,848	6,940
5155000 · Tradeshows/Conventions	7,577	7,400	35,640	34,900	67,000	30,725	22,236
5156000 · Visitor Information Center	-	-	3,890	3,900	9,100	3,600	288
5156500 · Web Site	2,616	2,950	15,048	15,370	87,460	7,996	11,152
<b>Total 5150000 · Marketing Expenses</b>	<b>86,081</b>	<b>88,550</b>	<b>416,611</b>	<b>419,020</b>	<b>1,262,560</b>	<b>405,949</b>	<b>341,514</b>
<b>Total Expense</b>	<b>149,748</b>	<b>150,350</b>	<b>675,501</b>	<b>683,920</b>	<b>1,946,000</b>	<b>629,337</b>	<b>480,105</b>
<b>Total Net Income</b>	<b>(144,347)</b>	<b>(146,000)</b>	<b>434,010</b>	<b>420,280</b>	<b>-</b>	<b>516,099</b>	<b>703,988</b>

Cash	Current Month	Last Month	Last Year
Unrestricted	440,278	584,666	518,852
Unearned Revenue	-	-	-
Rebranding Project	67,225	67,225	-
Rec Center	-	-	13,555
Air Service	375,000	375,000	375,000
BOD Restricted	125,447	125,447	345,422
<b>Total Cash</b>	<b>1,007,950</b>	<b>1,152,338</b>	<b>1,252,828</b>