



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

September 12, 2024 | 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.

-
- 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)
 - III. BTBID Partner Updates 8:35
 - a) Billings Chamber of Commerce Monthly Update – Katy Schreiner, Billings Chamber BOD Liaison
 - IV. Approval of August 2024 Board Meeting Minutes – G. Maragos (Pgs. 2-3) ACTION
 - V. Approval of August FY25 Financial & Variance Reports – M. Stevenson (Pgs. 4-5) ACTION
 - VI. New Business 8:40
 - a) MetraPark 2024-2025 Update – J. Studiner
 - 1. Guest: Stoney Field, General Manager, MetraPark
 - VII. Old Business 9:10
 - a) SBURA Sports Facility/Operations of Courts Facility Support – G. Maragos/A. Tyson/E. Decker
 - 1. Guests: Dick Zier, SBURA & Kory Thompson, City of Billings Parks & Recreation Division
 - b) Billings Chamber Offices/Building Update – J. Brewer
 - c) Government Rate Discussion – S. Wahrlich/J. Muri
 - d) Voices of Montana Tourism and Montana Travel Association Updates – A. Tyson
 - 1. Guest: Dax Schieffer
 - VIII. Board Comments – G. Maragos
 - IX. Adjournment 10:30

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

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

Ex-Officio Present: Katy Scheiner, Downtown Billings Alliance

Staff Present: Alex Tyson, John Brewer, Luke Ashmore, Kyra Cousins, Evan Decker, Aly Eggart, Polly Mulvaney

Others Present: Becky Medinger; TownePlace Suites

Call to Order: George called the meeting to order at 8:28 a.m.

Welcome Polly Mulvaney: George and Alex welcomed Polly Mulvaney as the Group Sales Manager for Visit Billings. The BTBID board welcomed Polly and introduced themselves.

Public Comment: No public comment was made.

BTBID Partner Updates:

Billings Chamber of Commerce Monthly Update: Katy gave an update on the July Chamber Board Meeting and shared that Stoney Fields with MetraPark gave a presentation showing the new outdoor arena the county plans to build that will focus on agriculture and agri-tourism. Additionally, conversational updates with the City, Downtown Billings, and BSED have centered around the Chamber's Aspirational City Visit and if more community leaders need to be brought into the conversation with strategy partners and creation of a communications team to share wins with the community from all entities involved. There will also be an upcoming Western Skies Strategies update on the Big Sky Passenger Rail at the next board meeting. Katy also invited the BTBID Board members to save the date for the Chamber Annual Meeting in October. Downtown Billings has finished its event season until HarvestFest in October, and they are currently looking at office options for relocation to in the future. The entertainment fund has already begun to grow, and Downtown Billings was able to get two performers for the Summer Stroll. Visit Billings did add to this fund at \$1,500.

MetraPark Advisory Board Monthly Update: Evan shared that MetraPark was excited for the upcoming MontanaFair.

Approval of Board Minutes: Request for a motion to approve the July 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; Joe seconded. Motion carried.

Aspirational City Visit Follow-Up: John thought that Katy gave a great update in the Chamber of Commerce Monthly Update and had nothing to add on. Shelli added that BIRD (Billings Industrial Revitalization District) is bringing in more mural artists like Grand Rapids and there is more ongoing dialogue surrounding ideas taken from the trip. Visit Billings is a supporter of one of the murals.

Billings Chamber Offices/Building Update: John informed the BTBID Board that things are still in motion for the office relocation. In the early spring, Bill Honaker and Don Cape are hoping to start updates on the City Hall building and get resources and cost of goods for the Chamber building project. Dusty Eaton with AE Design will be working on the interior layout, scope, and cost. The exterior design of the building will be worked on by Bill Honaker and Don Cape to match the look of the new AC Hotel by Marriott that will be developed next to City Hall. The current City employees who occupy the building will move out in early 2025 and then the Chamber and partners can start making renovations in spring 2025 with an official move in date of early 2026. The Chamber currently has partnerships with Visit Billings/BTBID and Visit

Southeast Montana to build the space concept and the Chamber will own the building with have administration rent and contracts with Visit Billings/BTBID and Visit Southeast Montana. The Chamber, Visit Billings, and Visit Southeast Montana staff will be collectively working on space ideas to fit the needs of all employees and will determine what the expectations look like for staff with a hybrid workspace and meeting spaces. John is hoping to come back to the BTBID board in September to present some of the costs and there has been discussion on moving the cattle drive monument to the park area across the street from the City Hall building, and the county commissioners would like a summary sent to them about the idea of relocating the monument.

Montana Rendezvous Update and BIL Air Service Update: Aly shared that there are eight airlines registered for the MT Air Service Rendezvous. Pre-familiarization tours are going to be exciting and will be held on Monday and Tuesday before the Wednesday meetings with a welcome reception on Tuesday evening at the Edwards Jet Center. With pre-fams, a lot of the airline representatives were able to book longer stays in the destination. The air service committee will be working to strengthen its relationship with Sun County Airlines as they have not been performing as well in our area as they had hoped, but a representative will be attending the MT Air Service Rendezvous. United Airlines and Delta Airlines have both added more seats to their flights. John added that the air service committee will be sending out a survey to the community that will allow them to dive deeper into businesses interests in direct flights when it comes to meetings and conventions. This survey will be sent out twice a year to be included in quarterly surveys that can be taken to airline headquarters meetings. The Chamber LiNK magazine also touches base on air service and other parts of business information that focuses on working projects by the Chamber and community partners. Jeff Roach shared with John and Aly that Billings Logan International Airport experienced the highest growth in MT at 10% with flights compared to single digits from other airports in the state.

Publicity ROI & Visit Billings Strategies: Aly shared the framework that Visit Billings uses for effective public relations and communication measurements and explained how that tracking works through Earned Media when hosting journalists, influencers, etc., and how to score that information with a point value. Visit Billings can also see how that information plugs into marketing campaigns and hotel occupancy as well as other measurables.

Press Trip: Visit Billings hired Austin Adventures to assist with a formidable press trip through Yellowstone National Park in August positioning Billings as a strong secondary gateway with the journalists. One Commerce staff will also attend this trip along with Aly and Polly.

Sports Events Update:

South Billings Urban Renewal Association Meeting Follow-Up: Evan presented an update to the BTBID Board regarding the SBURA meeting. No plans have changed since the original presentation by Dick Zier other than adding a turf field next to soccer fields. There will still be eight pickleball courts, ice hockey arena with two sheets of ice with one sheet inside and the other outside with a cover for pond hockey, and there is now discussion of moving the funds for a swimming pool at the new sports facility to accommodate the renovations to South Park Pool. On August 19th there will be a work session at City Council regarding the matters and then a business meeting on August 26th. The next sports events from MSUB that Visit Billings will focusing on are the NCAA DII West Region Cross Country Regionals held on November 9th at Amend Park, the DII CCA Tip-Off at the Trailhead Classic Tournament held November 1-3rd, a men's tournament held November 9-10th, a women's tournament held November 15-16th, and March Madness.

NW American Legion Baseball Championship Servicing:

Kyra shared that the NW American Legion Baseball Championship was being held in Billings at Dehler Park on August 7-11th. There are eight teams in total including the Billings Scarlets that totaled 137 players, 30 coaches, three umpires, an official scorekeeper, assistant director, and the director in the market for the event. All teams received a welcome bag with Billings visitor materials, snacks, and swag items for their time in our area. Visit Billings is a financial supporter for this event which will also be hosted in Billings in 2025.

Board Comments:

Jordan Clayton thanked Visit Billings for their sponsorship of the CASA Fun Run on October 5th following the adoption of his son. Jase informed the board that the Van Gogh exhibit will no longer be coming to the Billings area.

Adjournment: Shelli Mann motioned to adjourn.

Meeting adjourned at 9:55am. Submitted by K. Cousins

BTBID Board of Directors
Financial Statement Variance Report
As of August 31, 2024

August's revenue over expenses is \$9,042 over budget.

Revenue is \$2,968 over budget from interest income and late filing & interest on past due assessments.

Expenses are \$6,075 under budget:

- Staff Expenses are \$4,064 under budget with timing expected to balance this amount in coming months.
- Administrative Expenses are \$621 under budget.
- Marketing Expenses are \$1,390 under budget.

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

	CURRENT MONTH		YEAR TO DATE			LAST YEAR	PREVIOUS YEAR
	Actual	Budget	Aug 2024	Aug 2024	2024-25 Annual Budget	Aug 2023	Aug 2022
Income							
4001100 · TBID Assessments	2,138	2,100	865,868	865,100	1,700,000	872,806	922,119
4001500 · Miscellaneous Income	2,778	1,250	4,700	2,500	15,000	7,519	1,765
Carryover used for budget	-	-	231,000	231,000	231,000	259,174	257,527
Total Income	4,917	3,350	1,101,568	1,098,600	1,946,000	1,139,499	1,181,411
Expense							
5001000 · Staff Expenses							
5007000 · Wages	32,314	34,700	79,495	82,500	473,000	73,129	41,004
5007100 · FICA Expense	2,385	2,700	4,372	4,700	34,900	3,997	1,984
5007200 · Unemployment Expense	194	100	352	300	3,400	224	55
5007400 · Health & Accident Expense	4,260	4,300	8,508	8,600	51,400	6,479	4,989
5007500 · Retirement Expense	2,305	2,800	4,907	5,550	37,200	3,717	3,097
5007700 · Workers Compensation Expense	159	170	293	340	2,100	230	183
5007800 · Staff Employment Expense	-	-	-	-	-	-	-
Total 5001000 · Staff Expenses	41,617	44,770	97,926	101,990	602,000	87,777	51,311
5009000 · Administrative Expenses							
5009200 · Computers	2,685	2,845	3,390	3,565	16,860	1,529	1,459
5009300 · Equipment & Repair Expense	115	165	273	330	2,500	315	186
5009500 · Liability Insurance	2,079	2,200	2,079	2,200	2,700	2,054	-
5009600 · Meeting Expenses	1,012	1,000	1,754	1,750	8,750	1,046	638
5009650 · TBID Communications	29	50	29	50	2,100	170	308
5009700 · Office Supplies	1,046	1,035	1,122	1,120	3,440	185	237
5009750 · Postage	255	300	1,335	1,400	5,000	788	2,161
5009800 · Professional Training	950	950	2,645	2,650	14,765	1,234	-
5009850 · Legal and Accounting	-	-	-	-	16,535	9,594	-
5009900 · Telephone/Wireless Equipment	625	735	1,101	1,285	8,790	935	795
Total 5009000 · Administrative Expenses	8,797	9,280	13,729	14,350	81,440	17,849	5,782
5150000 · Marketing Expenses							
5151000 · Advertising	65,187	65,600	137,111	137,700	639,000	143,874	53,650
5151500 · Film Recruitment	-	-	-	-	500	-	-
5152000 · Opportunity	4,744	4,800	4,744	4,800	51,000	4,215	64,878
5152500 · Printed Materials	23	-	23	-	82,000	1,229	773
5153000 · Publicity	8,888	9,000	26,708	26,900	114,500	20,219	11,051
5154000 · Sales Expenses	10,999	11,100	16,313	16,450	212,000	10,000	2,071
5155000 · Tradeshows/Conventions	1,351	1,400	22,505	22,600	67,000	19,440	2,409
5156000 · Visitor Information Center	-	-	3,890	3,900	9,100	3,600	-
5156500 · Web Site	6,002	6,330	8,395	8,730	87,460	2,337	5,410
Total 5150000 · Marketing Expenses	97,195	98,230	219,690	221,080	1,262,560	204,913	140,241
Total Expense	147,609	152,280	331,345	337,420	1,946,000	310,539	197,334
Total Net Income	(142,692)	(148,930)	770,222	761,180	-	828,960	984,077

Cash	Current Month	Last Month	Last Year
Unrestricted	692,851	740,820	833,212
Unearned Revenue	-	-	-
Rebranding Project	83,613	100,000	-
Rec Center	-	-	29,921
Air Service	375,000	475,000	375,000
BOD Restricted	125,447	125,447	345,422
Total Cash	1,276,911	1,441,268	1,583,554