



MISSION – To generate room nights for lodging facilities in the city of Billings by effectively marketing our region as a preferred travel destination.

**TOURISM BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING
December 13th, 2018
BILLINGS CHAMBER BOARD ROOM – 8:30 AM**

*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.*

TBID Holiday Fare!

Enjoy festive holiday items this morning. We appreciate your service on the Billings TBID Board. Chairman Spence and all staff wish you a Merry Christmas and Happy 2019.

- I. Call to Order – R. Spence, Chairman.....8:30
- II. Public Comment – Comments offered regarding items not included on the agenda
(Comments limited to three (3) minutes per speaker.
 - a. RoadRunner Magazine Video – A. Murnion
- III. Approval of November Board Meeting Minutes – R. Spence – Pages 2.....ACTION
- IV. Approval of November Financial & Variance Reports – M. Stevenson/A. Tyson– Pages 3-4.....ACTION
 - a. FY18 Audit Report – M. Stevenson
 - i. Presentation of Audit Report – Summer, McNea & Co.....ACTION
- V. New Business.....8:50-9:20
 - a. Visit Southeast Montana – B. Maas
 - i. Presentation – FY19 Priorities
 - b. MetraPark Payables – A. Tyson
- VI. Old Business.....9:20-9:30
 - a. Tourism Travels/ CONNECT PNW & ACGI – S. Cattarin
 - b. OBSD Events – J. Brewer/D. Brooks
 - c. Hospitality Update – A. Voeltz
 - d. TBEX Update – A. Murnion/S. Cattarin
- VII. Partner Update.....9:30-9:35
 - a. Chamber of Commerce – Sean Lynch, Chamber Board/TBID Board Liaison
- VIII. Chairman Comments – R. Spence.....9:35-9:40
- IX. Board Comments.....9:40-9:45
- X. Adjournment – R. Spence.....ACTION

Next TBID Board Meeting: January, 10th 2019



Managed by the Billings Chamber

BOARD OF DIRECTORS
MINUTES – November 8, 2018

Board Members Present: Ron Spence, Brian Arneson, George Maragos, Lori Walker, Joe Studiner, Shelli Mann and Steve Wahrlich (By Phone)

Board Members Absent:

Ex-Officio Member Present: Sean Lynch

Staff Present: Alyssa Voeltz, Megan Stevenson, John Brewer, Alex Tyson, Stefan Cattarin, Luke Ashmore, Alyson Murnion

Others Present: Autumn Albert with Erck Hotels, Amy Day and Ginny Hart with Residence Inn, Kevin Ploehn with BIL Airport, and John O'Neil with Expedia

Call to Order

Ron called the meeting to order at 8:30 a.m.

Public Comment

Alex announced that John Brewer became a Grandparent this past week.

Approval of Board Minutes

Request for a motion to approve the October Board Minutes.

MOTION: Joe motioned to approve the minutes; Brian seconded; Motion carried.

Approval of Financial & Variance Reports

Request for a motion to approve the October Financial and Variance Reports.

MOTION: Shelli motioned to approve the financial reports; Joe seconded; Motion carried

Old Business

Ravalli County TBID Issue – Jeff Hunnes informed the Board of the status and next steps with the Ravalli County issue. He also discussed some next steps for our TBID to take.

BIL Expansion – Kevin Ploehn presented the new BIL expansion plan to the Board. He discussed timeline and future plans for continued expansion.

Expedia Travel Trends & Insight – John O'Neil presented travel trends on Expedia and also discussed the travel patterns for Billings.

New Business

USS Billings Update – Ron gave a brief update on USS Billings. He invited the Board to the MSUB Vet day.

OBSD Latest – John reminded the Board of the weekly OBSD coffee meeting every Friday morning. He also invited the Board to attend the City Council meeting on December 17th for the release of the research and plan.

TBEX – Aly updated the Board on the progress taking place with TBEX. Stefan discussed the ongoing sponsorship conversations. Alex informed the Board that Visit Billings will be hiring an intern to assist with the work load of TBEX.

Partner Update

Chamber of Commerce – Sean updated the Board on the 2019 Legislative session. He also let the Board know the Policy Guide has been released.

Shelli made a motion to adjourn the meeting; Brian seconded. Meeting adjourned at 10:15 a.m.

Submitted by Alyssa Voeltz

FINANCIAL STATEMENT VARIANCE REPORT

TBID Board of Directors As of November 30, 2018

Revenue over expenses is \$10,179 over budget.

Revenue is \$2,322 over budget from assessments and interest income.

Expenses are \$7,857 under budget.

- Staff Expenses are \$1,943 under budget.
- Administrative Expenses are \$1,226 under budget.
 - Legal & Accounting is over budget \$1,432 for legal fees (Ravalli County TBID).
 - Equipment, Office Supplies, Meetings and Postage are under budget \$1,937.
- Marketing Expenses are \$4,687 under budget from the following:
 - Advertising is under budget \$4,707 from Google SEO and Social Media due to timing.
 - General Opportunity is \$558 under budget.
 - Tradeshows/Conventions is over budget \$1,087 from anticipated registration and travel costs.

**Tourism Business Improvement District
Profit & Loss
Budget vs. Actual
November 2018**

	CURRENT MONTH		YEAR TO DATE		2018-19 Annual Budget	LAST YEAR Nov 2017 Actual
	Actual	Budget	Nov 2018 Actual	Nov 2018 Budget		
Income						
4001100 · TBID Assessments	753	-	920,598	919,400	1,750,000	978,449
4001500 · Miscellaneous Income	210	-	1,124	-	-	556
Carryover from 2017-2018	-	-	-	-	-	-
Total Income	964	0	921,722	919,400	1,750,000	979,005
Expense						
5001000 · Staff Expenses						
5007000 · Wages	23,543	23,625	139,277	139,483	304,858	130,426
5007100 · FICA Expense	1,751	1,830	9,602	10,019	22,829	9,011
5007200 · Unemployment Expense	56	350	679	1,750	4,202	579
5007400 · Health & Accident Expense	2,965	3,040	14,964	15,170	36,569	13,179
5007500 · Retirement Expense	1,648	1,654	9,457	9,526	21,567	8,441
5007700 · Workers Compensation Expense	140	135	700	675	1,620	705
5007800 · Staff Employment Expense	-	-	-	-	-	-
Total 5001000 · Staff Expenses	30,103	30,634	174,680	176,623	391,645	162,342
5009000 · Administrative Expenses						
5009200 · Computers	2,158	2,411	5,029	5,263	16,540	5,468
5009300 · Equipment & Repair Expense	140	355	1,250	1,775	6,760	3,089
5009500 · Liability Insurance	500	-	2,343	2,300	2,300	2,095
5009600 · Meeting Expenses	1,077	997	4,253	4,845	13,350	4,113
5009650 · TBID Communications	-	-	81	100	3,700	4,465
5009700 · Office Supplies	373	860	2,141	2,120	2,740	1,894
5009750 · Postage	120	417	2,066	2,885	9,000	3,213
5009800 · Professional Training	-	-	2,630	2,955	12,400	6,529
5009850 · Legal and Accounting	-	-	4,482	3,050	16,700	1,258
5009900 · Telephone/Wireless Equipment	596	513	2,359	2,565	6,156	2,374
Total 5009000 · Administrative Expenses	4,964	5,553	26,632	27,858	89,646	34,498
5150000 · Marketing Expenses						
5151000 · Advertising	59,242	59,120	258,827	263,534	652,500	353,249
5151500 · Film Recruitment	-	-	-	-	1,000	-
5152000 · Opportunity	1,980	700	22,942	23,500	165,709	43,272
5152500 · Printed Materials	9,444	9,500	18,834	18,860	97,500	11,638
5153000 · Publicity	122	145	16,628	16,565	47,000	46,553
5154000 · Sales Expenses	5,065	5,700	35,316	35,675	216,500	30,231
5155000 · Tradeshow/Conventions	1,829	1,450	27,687	26,600	57,000	28,291
5156000 · Visitor Information Center	-	-	296	200	10,500	377
5156500 · Web Site	3,808	4,085	10,297	10,580	21,000	6,633
Total 5150000 · Marketing Expenses	81,489	80,700	390,827	395,514	1,268,709	520,244
Total Expense	116,555	116,887	592,138	599,995	1,750,000	717,084
	(115,592)	(116,887)	329,584	319,405	-	261,920
NAIA Tournament						
	Month		YTD			
NAIA Tournament Revenue			10,858			
NAIA Tournament Expense	5,000		5,000			
Total NAIA Tournament	(5,000)		5,858			

Cash	Current Month	Last Month	Last Year
Unrestricted	329,386	446,890	268,826
NAIA Tournament	5,858	10,858	3,533
Unearned Revenue	-	-	-
Contract Reserves	18,750	18,750	-
BOD Restricted	191,053	193,501	50,000
Total Cash	545,047	669,999	322,360





**VISIT BILLINGS PACE REPORT
JULY 1, 2017 - JUNE 30, 2018**

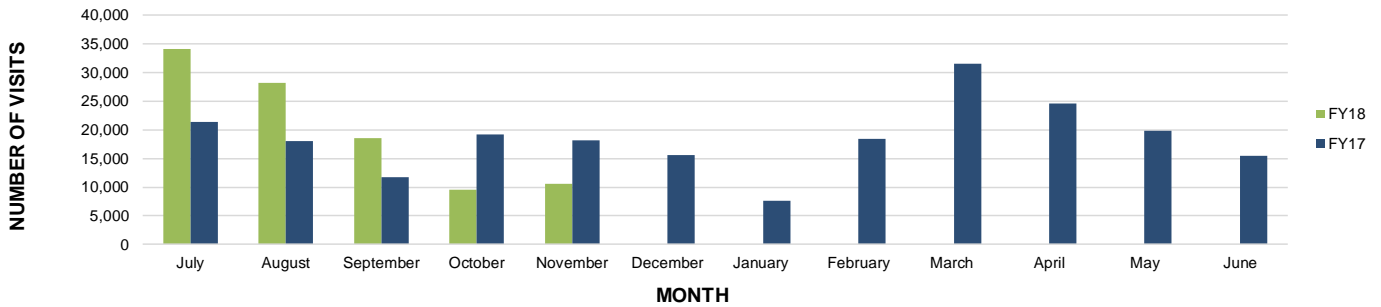
BOOKINGS

	Q1	Q2	Q3	Q4	TY TD	FY Goal	% to Goal
Group	20	3			23	34	68%
Room Nights	10,703	420			11,123	34,000	33%

WEBSITE TRAFFIC

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Annual
Goal	25,000	20,000	13,000	22,000	18,000	19,000	12,000	20,000	34,000	28,000	22,000	30,000	263,000
Actual	34,107	28,261	18,597	9,545	10,542	0	0	0	0	0	0	0	101,052

VisitBillings.com Visits



VISITOR SERVICES

	Q1	Q2	Q3	Q4	TY TD
Serviced Events	13	5			18
Visitor Packets	4,437	863			5,300

AVIATION PASSENGERS

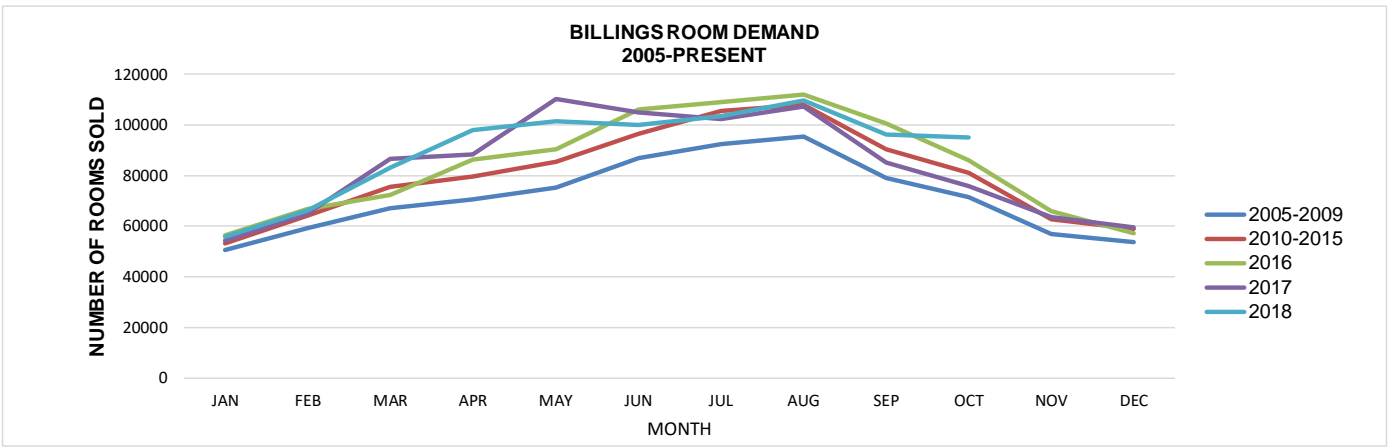
	Q1	Q2	Q3	Q4	TY TD
Total Deplanements	123,964				123,964
Total Enplanements	122,354				122,354

ROOM DEMAND- REPORTED ON CALENDAR YEAR

Percent Change

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
2018 Goal	0	0	0	0	0	0	0	0	0	0	0	0	3%
2018 Actual	-2.4	0.9	-5.1	9.0	-9.2	-5.5	-2.7	-0.2	9.7	24.5			1.9
2017 Goal	0	0	0	0	0	0	0	0	0	0	0	0	3%
2017 Actual	-3.3	-2.1	19.6	2.8	22.8	-1.4	-5.8	-4.2	-15.3	-11.7	-3.5	4.4	0.2

Number of Rooms Sold													
2018	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
Rooms Sold	55,804	66,133	82,980	97,909	101,425	99,971	103,486	109,516	96,072	95,046			90,834
2017	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
Rooms Sold	54,284	64,884	86,507	88,418	110,170	104,805	102,391	107,292	85,143	75,859	63,467	59,364	83,549



OCCUPANCY REPORT

YTD OCCUPANCY		
LOCATION	2018	2017
Billings, MT	62.2%	60.8%
Montana	61.6%	61.5%
United States	67.9%	67.5%
Bozeman, MT	74.7%	73.4%
Missoula, MT	68.3%	68.5%
Rapid City, SD	60.1%	61.1%
Sioux Falls, SD	64.1%	63.1%
Bismarck, ND	57.6%	65.2%
Boise, ID	74.2%	75.6%
Madison, WI	68.3%	68.5%
Helena, MT	62.0%	65.4%
Great Falls, MT	60.0%	61.5%

CURRENT MONTH OCCUPANCY		
October		
LOCATION	2018	2017
Billings, MT	65.1%	51.7%
Montana	58.4%	54.1%
United States	69.9%	69.4%
Bozeman, MT	69.6%	66.9%
Missoula, MT	67.6%	65.4%
Rapid City, SD	58.6%	56.2%
Sioux Falls, SD	65.3%	60.3%
Bismarck, ND	61.3%	56.6%
Boise, ID	74.2%	71.8%
Madison, WI	75.0%	74.7%
Helena, MT	61.4%	59.8%
Great Falls, MT	62.0%	53.3%

