



BILLINGS TOURISM BUSINESS IMPROVEMENT DISTRICT

BOARD OF DIRECTORS | REGULAR MEETING AGENDA*

December 11th, 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.

- I. Call to Order – J. Schoenhard..... 8:30
- II. Public Comment – J. Schoenhard
 - 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 – Heather McDowell, Billings Chamber BOD Liaison
 - ii. MetraPark Advisory Board Monthly Update- J. Studiner, BTBID Board Liaison
- IV. Approval of November Board Meeting Minutes – J. Schoenhard (Pgs. 2-5).....ACTION
- V. Approval of November FY26 Financial & Variance Reports – M. Stevenson (Pgs. 6-7) ACTION
 - i. 2025 Audit and Tax Return: M. Stevenson/B. Van Steeland - Summers McNea..... ACTION
- VI. New Business: J. Schoenhard /A. Eggart.....9:00
 - i. NTTW Tourism Awards Luncheon: A. Eggart
 - ii. Grant Recipient Update: M. Pennington
 - iii. Earned Media Update: M. Pennington
- VII. Old Business: J. Schoenhard /A. Eggart.....9:20
 - i. Bylaws and Policies Committee Update: J. Schoenhard, A. Eggart.....ACTION
 - ii. Research update: A. Eggart
- VIII. Board Comments – J. Schoenhard
- IX. Adjournment 10:15

TBID Board of Directors
MEETING MINUTES
November 13, 2025

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

Board Members Absent:

Ex-Officios Present:

Ex-Officios Absent: Heather McDowell, Sibanye Stillwater, Chamber Board Liaison

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

Staff Absent:

Others Present: Cathy Cullen-Kuhr, Erck Hotels; Jake Penwell, Yellowstone International Airshow; Matt McDonald, Yellowstone International Airshow; Crystal Hodge, Billings Hotel and Convention Center

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

Public Comment: No public comment was made.

BTBID Partner Updates:

Billings Chamber of Commerce Monthly Update: John shared that after the Billings Chamber Board of Directors meeting there would be holiday party at Henry's Garage and invited the TBID Board. John also touched on the Chamber endorsed candidates, the Big Sky Economical Development Executive Director search, and provided an update on the Chamber building remodel.

MetraPark Advisory Board Monthly Update: Jase informed the board that the Metra staff are working hard as they will be hosting 5 acts in 12 days.

Approval of Board Minutes:

Request for a motion to approve the July meeting minutes.

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

Approval of Financial & Variance Reports:

Request for a motion to approve the financial and variance reports.

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

New Business:

Yellowstone International Airshow: Jake Penwell and Matt McDonald with the Yellowstone International Airshow presented to the board and made an inquiry to the TBID that would support hospitality for the traveling pilots and their teams and presented sponsorship options.

Approval of Yellowstone International Airshow Sponsorship:

Request for a motion to approve a Yellowstone International Airshow Sponsorship at 30,000 in FY26-27.

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

Marketing Update: Marya and Maddie provided insights from the spring/summer campaign and results with PR that Marya has been leading with, and media results that Maddie has been working on.

Sports Update: Casey shared that he attended his first conference in Columbus, TEAMS, and he had 30+ appointments while he was there. 12 serious conversations have been followed up on since his time at the conference.

Group Tour Update: Polly shared that she had traveled to Lake Tahoe to attend Connect West Marketplace. Polly had 33 appointments while she was there and walked away with 2 hot leads and since her return she has been working on submitting bids/RFPs.

Old Business:

Bylaws and Policies Committee Update: Jeff and Aly informed the board that they have recommended changes for the TBID Bylaws and Policies that they would like to bring to the December board meeting for a motion of approval.

MOU Committee Update: Jeff and Aly shared that they have received the Memorandum of Understanding (MOU) back from the city regarding the court's facility being built near Amend Park. There will need to be a couple of updated and timelines that they would like to see. This MOU will most likely be a spring motion of approval for the board.

Board Comments:

Jase informed the rest of the board that he has been asked to sit on the Board of Directors for Big Sky Economic Development and is currently making and decision. He also shared they will be opening Archie's Alehouse on the second floor of the Signal Peak Energy Arena.

Shelli congratulated Cathy Cullen-Kuhr on winning Salesperson of the Year during the MLHA Conference and shared that Billings Hotel and Convention Center will be hosting the MLHA Conference next year. Shelli also touched on her time during the Visit Southeast Montana Board Retreat and Strategic Planning meeting she attended in October.

Jordan shared that he has applied to sit on the City of Billings Parks, Recreation & Public Lands Board of Directors.

Adjournment: George motioned to adjourn.

Meeting adjourned at 10:10 a.m.

Submitted by K. Cousins

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

Revenue over expenses is \$23,958 over budget.

Revenue is \$10,872 under budget.

- Assessment income is under budget \$11,604. At the time of this report, one property is still outstanding in the amount of \$32,344.
- Interest income is over budget \$732.

Expenses are \$34,830 under budget.

- Staff Expenses are \$31,043 under budget due to a planned position that has not yet been posted.
- Administrative Expenses are \$1,677 under budget.
- Marketing Expenses are \$2,110 under budget.
 - Advertising is under budget \$1,325 from timing of projects.
 - Publicity is over budget \$1,917 from Research.
 - Sales is under budget \$1,091.
 - Tradeshows is under budget \$1,243 due to lower than anticipated travel expenses.

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

	CURRENT MONTH		YEAR TO DATE			LAST YEAR	PREVIOUS YEAR
	Actual	Budget	Nov 2025 Actual	Nov 2025 Budget	2025-26 Annual Budget	Nov 2024 Actual	Nov 2023 Actual
Income							
4001100 · TBID Assessments	-	-	1,688,396	1,700,000	3,400,000	869,040	901,186
4001500 · Miscellaneous Income	284	1,250	6,982	6,250	15,000	11,189	15,737
Carryover used for budget	-	-	45,000	45,000	45,000	231,000	259,174
Total Income	284	1,250	1,740,378	1,751,250	3,460,000	1,111,229	1,176,097
Expense							
5001000 · Staff Expenses							
5007000 · Wages	32,662	39,100	202,214	222,100	526,700	199,579	164,132
5007100 · FICA Expense	2,130	3,100	13,805	17,400	41,000	14,734	12,440
5007200 · Unemployment Expense	38	335	815	1,575	3,900	809	502
5007400 · Health & Accident Expense	6,551	8,830	32,152	36,830	102,600	21,804	16,385
5007500 · Retirement Expense	2,479	2,800	15,760	17,650	42,100	13,429	11,069
5007700 · Workers Compensation Expense	150	200	766	1,000	2,400	751	646
5007801 · HR Contract	900	900	3,700	3,700	10,000	-	-
5007802 · Chamber Agreement	2,500	2,500	12,500	12,500	30,000	20,000	20,000
Total 5001000 · Staff Expenses	47,411	57,765	281,712	312,755	758,700	271,106	225,174
5009000 · Administrative Expenses							
5009200 · Computers	1,005	1,000	5,937	6,025	21,750	7,647	7,370
5009300 · Equipment & Repair Expense	219	165	881	845	2,500	674	938
5009500 · Liability Insurance	-	-	2,588	2,700	2,700	2,579	2,554
5009600 · Meeting Expenses	365	900	4,646	5,150	13,000	5,227	4,119
5009650 · TBID Communications	-	-	922	950	2,100	89	170
5009700 · Office Supplies	247	240	1,024	1,000	4,300	2,998	1,390
5009750 · Postage	764	800	2,246	2,300	5,000	1,935	1,143
5009800 · Professional Training	2,093	1,800	5,731	5,550	28,150	4,957	5,189
5009850 · Legal and Accounting	60	-	2,985	3,000	24,600	500	20,475
5009900 · Telephone/Wireless Equipment	511	755	2,658	3,775	9,100	2,647	2,856
5009950 · Rent	5,700	5,700	28,600	28,600	68,700	-	-
Total 5009000 · Administrative Expenses	10,963	11,360	58,218	59,895	181,900	29,253	46,204
5150000 · Marketing Expenses							
5151000 · Advertising	46,609	46,700	413,975	415,300	859,500	326,685	321,320
5151500 · Film Recruitment	-	-	-	-	500	-	-
5152000 · Opportunity	9,102	9,100	135,223	135,500	799,000	15,792	21,835
5152500 · Printed Materials	16,489	16,500	29,284	29,300	104,000	4,190	20,907
5153000 · Publicity	3,075	3,100	74,817	72,900	188,500	32,401	28,501
5154000 · Sales Expenses	13,915	14,400	88,209	89,300	257,800	41,807	39,262
5155000 · Tradeshows/Conventions	7,785	6,900	79,357	80,600	213,500	38,978	32,955
5156000 · Visitor Information Center	5,592	5,600	31,680	31,700	49,100	3,890	3,610
5156500 · Web Site	3,511	3,500	13,845	13,900	47,500	19,173	10,049
Total 5150000 · Marketing Expenses	106,077	105,800	866,390	868,500	2,519,400	482,916	478,439
Total Expense	164,451	174,925	1,206,320	1,241,150	3,460,000	783,275	749,817
Total Net Income	(164,167)	(173,675)	534,058	510,100	-	327,955	426,280

Cash	Current Month	Last Month	Last Year
Unrestricted	451,236	620,679	334,099
Unearned Revenue	-	-	-
Rebranding Project	14,699	14,699	67,225
CD - Air Service	375,000	375,000	375,000
BOD Restricted	125,447	125,447	125,447
Total Cash	966,382	1,135,825	901,771
Assessments O/S	32,344	32,344	-

Visit Billings Staff Updates for November 2025

Aly Eggart: Executive Director

In addition to the team's outstanding work this month, I've continued meeting with key community partners to advance several of our strategic priorities, particularly exploring what a winter event could look like for Billings and how it can meaningfully support our need periods. These conversations have generated good momentum, and we anticipate bringing forward more defined concepts after the first of the year. I have also begun one-on-one meetings with our newly elected City Council members to share the impact of Visit Billings' work and ensure they feel supported as they step into their roles in January. These touchpoints have been valuable in strengthening relationships and reinforcing the importance of tourism-driven economic development throughout the community.

The Visit Billings staff is energized, focused, and very excited about the year ahead. With major initiatives underway and strong partnerships across the region, we fully expect 2026 to be a big and impactful year for Billings!

Marya Pennington: Marketing Director

The new Visit Billings website is officially live, a major milestone that delivers a more modern, visual, and intuitive experience for travelers, elevating our brand and making it easier for visitors to explore Billings and plan their stay. Make sure you take some time to go check it out!

Also Breaking News: Visit Billings has been selected to represent the Northwest region in the national documentary series *All Access: Strengthening Communities Through Sports Tourism*, a program hosted by Academy Award-nominated actor Andy Garcia. The series highlights destinations that are leveraging sports tourism to drive economic vitality, and our feature will reach millions of viewers through public television, national networks, and targeted digital distribution. We are thrilled to be selected for this opportunity to tell our story more broadly.

Maddie Malmstrom: Content Coordinator

Social media, the algorithm, and the digital strategies that help us reach visitors are constantly evolving. Lately, Instagram has introduced a new "Trial Reels" feature, allowing you to post a video that will be shown only to non-followers for the first 24 hours or more – a major opportunity for Visit Billings and other organizations to reach new and interested audiences. This feature has strong potential for overall growth and for capturing future visitors, while also giving us a valuable way to analyze which types of content resonate most. Overall, we continue to see the highest engagement with reels and video, which make up 82.8% of our total audience views on Instagram in the last 90 days.

Casey Conlon: Sports Tourism Director

December kicks off the winter season, which means sports do indoors. Basketball and wrestling are king for the next four months, and we're continuing to provide the best event support of any city in Montana. It starts this weekend with the Class B Tipoff Tournament in Lockwood and flows right into another Big Sky Ballin' tournament at the beginning of January, a key need period that we're working to help grow.

I'm also working on a multi-year bid for a large USA Archery event which would start in 2028. Many don't know, but Billings is home to the most decorated US Olympic archer in history in Brady Ellison. He's working with us on the bid.

We also held the first meeting of the Billings Sports Authority on Dec. 9. This is a group of sports and community leaders gathering to see how we can push the Billings sports scene forward, through event recruitment and execution as well as continued work on new facilities and spaces. There's palpable excitement among the current group, with additional members likely to come aboard in the new year.

Polly Mulvaney: Group Sales Manager

In November, I continued to advance Billings' meetings and group travel efforts through a mix of strategic outreach, proposal development, and partner support. I responded to three major RFPs, Golf Course Builders Assn. 2027/2028, Women in Mining USA 2027, and Insurance Marketing & Communications Assn. June 2027, along with seven additional event opportunities. I finalized the new Billings Meeting & Convention Guide and provided direct assistance to the Yellowstone Mental Health Alliance and the Dude Ranchers Association as they prepare for upcoming events. On the group travel side, I submitted ABA appointment requests, updated our Travel Trade profile page, and supported Star Destinations with itinerary planning and lodging coordination for an upcoming motorcoach tour in 2027.

Kyra Cousins: Visitor Services Manager

In November, I initiated CTA renewals for the 2026-2027 cycle. I partnered with Casey and Marketing to coordinate hospitality for visiting student-athletes during the MSU-Billings Tip-Off Tournament. Marya and I attended the first Billings Craft Beer Week meeting with local brewers, outlining preliminary concepts for this year's event. I also met with Billings Logan International Airport officials to secure the location for the new digital visitor kiosk. Finally, Marya and I reviewed and provided feedback on the initial design concepts (covers and spreads) for the new Visitor Guidebook, and we are now awaiting the revised creative from the agency.