



BILLINGS TOURISM BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS | OCTOBER UPDATE

TBID Board of Directors
MEETING MINUTES
September 11, 2025

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

Board Members Absent: George Maragos

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

Ex-Officios Absent:

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

Staff Absent: John Brewer

Others Present: Lacey Gardner, Boothill Inn & Suites; Kami Quigley, Big Horn Resort; Kasey Keith, Sure Stay Hotels; Becky Meidinger, InterMountain Hotel Management; Cathy Cullen-Kuhr, Erck Hotels; Josh Benson, Holiday Nights

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

Public Comment: Steve brought up insuring that we are educating our stakeholders that even though we are up in supply, demand is also slightly up. So, while occupancy reflects a low number, overall, the market is keeping up. Discussion was had to have the TBID Board send a letter reflecting this information to all stakeholders to ease concern regarding occupancy rates.

Becky shared that the Courtyard by Marriott is under new ownership with InterMountain Hotel Management and she has accepted a new position with them as the Area Director of Sales.

BTBID Partner Updates:

Billings Chamber of Commerce Monthly Update: Heather thanked the board for their approval of the management agreement and reminded the board of the Chamber Annual Celebration Meeting coming up on September 18th, at the Billings Hotel and Convention Center.

MetraPark Advisory Board Monthly Update: No current update as the advisory board did not meet this month.

Approval of Board Minutes:

Request for a motion to approve the July meeting minutes.

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

Approval of Financial & Variance Reports:

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

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

Approval of Board Officers:

Request for a motion to approve Board Officers, Jeff Schoenhard, Joe Studiner, and Jordan Clayton to become bank signers in addition to John Brewer, CEO.

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

New Business:

Holiday Nights: Josh re-introduced himself to the TBID Board and provided a presentation for Holiday Nights that reflected last year's Return on Investments as well as projected numbers for the upcoming holiday season.

Approval of Holiday Nights Sponsorship:

Request for a motion to approve a Holiday Nights Sponsorship at \$5,000 for the 2025 season.

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

Chamber Elections Matter: Dan provided an overview of the Chamber endorsement and election process as well as provided a packet of information to each board member containing this year's candidates.

Investment Options: Aly and Megan presented the TBID financials to the board. It was recommended that a dedicated \$375,000 for Air Service be placed into 90-day Certificate of Deposit (CD).

It was also shared that the savings account was transitioned into a money market account, which earns 3% interest. The recommendation is to leave the remainder of the funds liquid until January collections and then reassess.

Approval of Investment Options:

Request for a motion to approve the Investment Options above indicating that \$375,000 will be placed into a 90-day CD.

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

Investment Policy: Aly and Megan presented a draft of an investment policy to the board. The primary goal of this policy is to extend the budgets reach. This investment policy will include specific investment guidelines, and the appointed investment committee will be responsible for reviewing the policy at the beginning of each calendar year. The board plans to vote on the Investment Policy at either October or November TBID board meeting.

Old Business:

Key Performance Indicators: Aly presented key performance indicators (KPIs) to the board and shared her recommendations for five specific items from the strategic plan to benchmark. She also reviewed the PACE Report with the board and detailed the changes she and Megan made to the report's format for board presentations that will be made monthly and quarterly. A reminder was given that staff have more detailed, formal KPIs they use daily.

Board members provided feedback on the visuals, suggesting that not all historical years need to be shown on the two graphs and to possibly be converted to bar graphs instead of line graphs, and to display a five-year look back.

Bylaws and Policy Committee: Jeff and Aly proposed a refreshment of the organization's policies and bylaws, noting that they were last reviewed in 2017. A committee will be formed to review the documents, make any necessary changes, and ensure they are up to date and clearly written. The review will also include a process for addressing properties that are not in compliance. The goal is to have the revised documents presented to the full board by November. Joe, Jase, and Jeff volunteered to sit on this committee.

Approval of the Bylaws and Policy Committee:

Request for a motion to approve the Bylaws and Policy Committee including committee members Joe, Jase, and Jeff.

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

Board Comments:

Shelli announced two key dates: the next YLA meeting will take place on September 24th at 3:00pm hosted by the Best Western ClockTower Inn, and the MLHA conference from October 21-23. Shelli noted the great involvement from Billings stakeholders after receiving membership and announced her appointment to the Tourism Advisory Council. Shelli shared that the Boothill Inn & Suites is no longer for sale.

Jase reported on a conversation with the National Bowling League and noted that 2031 is still available to host. He mentioned that a couple of other events could potentially come to Billings. During a discussion for the Annual Celebration, Jase preferred to offer champagne during the toast after Visit Billings brand relaunch. It felt important to keep the toast offering beer as it is more on brand with Visit Billings and promotes the Billings Brew Trail.

Aly was asked to serve both on the Yellowstone Air Show Board of Directors and ZooMontana's Board of Directors.

Adjournment: Joe motioned to adjourn.

Meeting adjourned at 9:59 a.m.

Submitted by K. Cousins

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

Revenue over expenses is \$62,714 under budget.

Revenue is \$76,654 under budget.

- Assessment income is under budget \$79,240. At the time of this report, two properties are still outstanding in the amount of \$78,984.
- Interest income is over budget \$2,586.

Expenses are \$13,941 under budget.

- Staff Expenses are \$12,217 under budget.
- Administrative Expenses are \$1,168 under budget.
- Marketing Expenses are \$555 under budget.
 - Advertising is under budget \$1,809.
 - Publicity is over budget \$1,979 from Research.
 - Sales is under budget \$393.

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

| | CURRENT MONTH | | YEAR TO DATE | | | LAST YEAR | PREVIOUS YEAR | VARIANCE |
|--|------------------|------------------|------------------|------------------|--------------------------|------------------|------------------|--------------------|
| | Actual | Budget | Sept 2025 | Sept 2025 | 2025-26 Annual Budget | Sept 2024 | Sept 2023 | Actual to Budget |
| | | | Actual | Budget | | Actual | Actual | |
| Income | | | | | | | | |
| 4001100 · TBID Assessments | - | - | 1,620,760 | 1,700,000 | 3,400,000 | 865,868 | 872,806 | (79,239.99) |
| 4001500 · Miscellaneous Income | 3,701 | 1,250 | 6,336 | 3,750 | 15,000 | 7,242 | 10,854 | 2,585.95 |
| Carryover used for budget | - | - | 45,000 | 45,000 | 45,000 | 231,000 | 259,174 | 0.00 |
| Total Income | 3,701 | 1,250 | 1,672,096 | 1,748,750 | 3,460,000 | 1,104,110 | 1,142,834 | (76,654.04) |
| Expense | | | | | | | | |
| 5001000 · Staff Expenses | | | | | | | | |
| 5007000 · Wages | 60,505 | 64,100 | 136,822 | 143,900 | 526,700 | 123,222 | 101,855 | (7,078.11) |
| 5007100 · FICA Expense | 3,941 | 5,000 | 9,539 | 11,200 | 41,000 | 9,111 | 7,753 | (1,660.62) |
| 5007200 · Unemployment Expense | 210 | 285 | 702 | 905 | 3,900 | 596 | 339 | (203.00) |
| 5007400 · Health & Accident Expense | 6,527 | 7,000 | 19,074 | 21,000 | 102,600 | 12,746 | 9,767 | (1,926.33) |
| 5007500 · Retirement Expense | 3,988 | 4,900 | 10,560 | 11,775 | 42,100 | 8,463 | 6,372 | (1,215.22) |
| 5007700 · Workers Compensation Expense | 150 | 200 | 466 | 600 | 2,400 | 451 | 364 | (133.75) |
| 5007801 · HR Contract | 1,900 | 1,600 | 1,900 | 1,900 | 10,000 | - | - | 0.00 |
| 5007802 · Chamber Agreement | 7,500 | 7,500 | 7,500 | 7,500 | 30,000 | 20,000 | 20,000 | 0.00 |
| Total 5001000 · Staff Expenses | 84,721 | 90,585 | 186,563 | 198,780 | 758,700 | 174,589 | 146,450 | (12,217.03) |
| 5009000 · Administrative Expenses | | | | | | | | |
| 5009200 · Computers | 2,118 | 2,150 | 3,847 | 4,025 | 21,750 | 5,545 | 3,802 | (177.57) |
| 5009300 · Equipment & Repair Expense | 169 | 165 | 503 | 515 | 2,500 | 401 | 489 | (11.96) |
| 5009500 · Liability Insurance | - | - | 2,079 | 2,200 | 2,700 | 2,079 | 2,054 | (121.00) |
| 5009600 · Meeting Expenses | 1,378 | 1,350 | 3,294 | 3,350 | 13,000 | 2,982 | 2,337 | (55.68) |
| 5009650 · TBID Communications | 893 | 900 | 922 | 950 | 2,100 | 29 | 170 | (28.10) |
| 5009700 · Office Supplies | 62 | 40 | 257 | 220 | 4,300 | 2,360 | 340 | 36.52 |
| 5009750 · Postage | 135 | 200 | 1,438 | 1,500 | 5,000 | 1,719 | 895 | (62.00) |
| 5009800 · Professional Training | 1,500 | 1,600 | 2,955 | 3,000 | 28,150 | 3,340 | 2,235 | (44.52) |
| 5009850 · Legal and Accounting | 1,000 | 1,000 | 2,750 | 2,800 | 24,600 | 500 | 13,709 | (50.00) |
| 5009900 · Telephone/Wireless Equipment | 656 | 755 | 1,611 | 2,265 | 9,100 | 1,679 | 1,497 | (653.70) |
| 5009950 · Rent | 17,200 | 17,200 | 17,200 | 17,200 | 68,700 | - | - | 0.00 |
| Total 5009000 · Administrative Expenses | 25,111 | 25,360 | 36,857 | 38,025 | 181,900 | 20,634 | 27,529 | (1,168.01) |
| 5150000 · Marketing Expenses | | | | | | | | |
| 5151000 · Advertising | 119,385 | 119,400 | 298,691 | 300,500 | 859,500 | 215,515 | 236,016 | (1,809.00) |
| 5151500 · Film Recruitment | - | - | - | - | 500 | - | - | 0.00 |
| 5152000 · Opportunity | 5,526 | 5,900 | 72,654 | 72,900 | 799,000 | 7,089 | 15,692 | (245.51) |
| 5152500 · Printed Materials | 911 | 900 | 960 | 1,000 | 104,000 | 3,385 | 2,362 | (40.00) |
| 5153000 · Publicity | 8,038 | 8,100 | 60,579 | 58,600 | 188,500 | 31,739 | 26,792 | 1,978.92 |
| 5154000 · Sales Expenses | 10,141 | 10,000 | 71,007 | 71,400 | 257,800 | 27,909 | 20,600 | (393.15) |
| 5155000 · Tradeshow/Conventions | 23,980 | 24,000 | 66,699 | 66,700 | 213,500 | 28,062 | 22,234 | (1.06) |
| 5156000 · Visitor Information Center | 120 | 100 | 26,020 | 26,000 | 49,100 | 3,890 | 3,600 | 20.48 |
| 5156500 · Web Site | 1,976 | 2,000 | 8,334 | 8,400 | 47,500 | 12,432 | 6,997 | (66.18) |
| Total 5150000 · Marketing Expenses | 170,077 | 170,400 | 604,945 | 605,500 | 2,519,400 | 330,020 | 334,293 | (555.50) |
| Total Expense | 279,910 | 286,345 | 828,364 | 842,305 | 3,460,000 | 525,243 | 508,272 | (13,940.54) |
| Total Net Income | (276,209) | (285,095) | 843,732 | 906,445 | - | 578,867 | 634,562 | (62,713.50) |

| Cash | Current Month | Last Month | Last Year |
|--------------------|------------------|------------------|------------------|
| Unrestricted | 769,813 | 1,030,971 | 584,666 |
| Unearned Revenue | - | - | - |
| Rebranding Project | 24,199 | 33,225 | 67,225 |
| CD - Air Service | 375,000 | 375,000 | 375,000 |
| BOD Restricted | 125,447 | 125,447 | 125,447 |
| Total Cash | 1,294,460 | 1,564,643 | 1,152,338 |
| Assessments O/S | 96,158 | 17,174 | - |

Visit Billings Staff Updates for August 2025

Marya Pennington: Marketing Director

This month, we proudly launched the new Visit Billings brand, celebrating the city's spirit of adventure, resilience, and community while showcasing its authentic Western character, rich heritage, and access to epic natural landscapes. The rollout includes a new logo, updated messaging, and campaigns aimed at elevating Billings' profile, boosting the local economy, and building on the 2.6M annual visitors already coming for leisure, business, medical, and event needs. Our team has been hard at work updating collateral and refreshing spaces across the city, so keep an eye out for the new look on billboards, bumper stickers, and airport installations in the months ahead. Our new 30-second brand video is airing on all three Billings television stations, helping introduce the platform to our community and strengthen local buy-in and trust. We also recently hosted influencer and photographer Corey Lynch from Golden, Colorado, for a three-day visit, you can see his content on Instagram at [@clynchphotos](#).

Maddie Malmstrom: Content Coordinator

September marked six months of managing Visit Billings' social media, showing the impact of consistent and authentic storytelling. Engagement has grown at an unprecedented rate compared to the previous six months - up more than 730% on Facebook, 3,400% on Instagram, and 1,000% on TikTok. These results highlight the power of our digital platforms to expand our reach and inspire future/returning visitors. In addition, the official brand launch kept us busy with rebranding efforts - from banners to tent tops to digital ads - that will continue through the end of the year.

Casey Conlon: Sports Tourism Director

September was a very busy month for Visit Billings Sports. We supported two more events that brought a combined 400+ competitors to the city. As a part of the new Visit Billings Brand Launch, Casey is working with the team to craft sports-specific VB logos for the first time, as well as specific branding for the Visit Billings Sports Authority. Casey has secured seven commitments from sports and community leaders for the Sports Authority and expects to hold the first meeting before the November TBID board meeting.

The Signal Peak Ice Arena continues to make impressive progress. A beam-signing event in late September signaled the final steel beams put in place before the entire building could be enclosed, which is expected this month. The arena also hired a General Manager, who will start Oct. 13. TBID funds allowed the Yellowstone Ice Foundation to hire that position, an important step to be ready to hit the ground running on the projected April 1 opening date.

Billings Parks & Rec gave the first tour of the ARC Sport Courts facility on Sept. 26. The 57,000 sq ft building is also on a good construction timeline, hoping to be fully enclosed by November. They are projecting a July 1 opening.

Casey is also attending his first large tradeshow from Oct. 13-16, the TEAMS Conference in Columbus, Ohio.

Polly Mulvaney: Group Sales Manager

With the launch of the new brand, Polly has initiated updates to two key collateral pieces supporting both the Group Travel/FIT and M&C markets. A refreshed version of the Billings profile page is being designed for upcoming group travel shows, including ABA, IPW, and other marketplace events.

The profile page will serve as a leave-behind during appointments and be available in digital format for follow-up communications and new inquiries. For the first time, a dedicated version of the profile page will be created for the M&C market, tailored to showcase Billings' event infrastructure, planner support, and destination appeal for corporate and association meetings.

Following the successful ACGI event, Polly completed personalized follow-ups with all 20 trade representatives and more than 30 Billings partners who contributed to the event's success. All leads generated during the show were entered into the CRM platform to support ongoing touchpoints and relationship-building. Polly is also in active conversation with a California-based travel destination company whose CEO attended ACGI and is now exploring Billings as a potential addition to their portfolio, a promising opportunity for future growth in the Group Travel market.

On the Meetings & Conventions front, Polly submitted proposals for meetings via Cvent and provided assistance for three Montana-based meetings, one held in September and two scheduled for the January/February timeframe next year.

Kyra Cousins: Visitor Services Manager

In September, Kyra serviced 150 throwers for the World Axe Throwing League and worked with Marya and our agency on redesigning the Brew Trail and Scenic Guide maps. She has also been working on getting the Scenic Guide street markers taken down across the city as they are our old brand. Kyra is also working with the team to get promotional items ordered that reflect the new brand. We successfully hosted a well-attended CTA event with the Western Heritage Center. Kyra is meeting with multiple companies about touchscreen kiosks to enhance the visitor experience and implementing IBCCES Autism Awareness and Sensory Training to renew our Certified Autism Center designation. We are also making good progress on this year's CTA renewal reminders.



VISIT BILLINGS PACE REPORT
July 1, 2025 - June 30, 2026

BOOKINGS

Citywide and Meeting & Convention Bookings

| | Q1 | Q2 | Q3 | Q4 | FY25 | Economic Impact | GOAL |
|----------------|-------|----|----|----|-------|-----------------|------|
| Group Bookings | 4 | 0 | 0 | 0 | 4 | \$754,200 | |
| Room Nights | 4,190 | 0 | 0 | 0 | 4,190 | | |

Citywide Sports and Sports Bookings

| | Q1 | Q2 | Q3 | Q4 | FY25 | Economic Impact | GOAL |
|----------------|-------|----|----|----|-------|-----------------|------|
| Sport Bookings | 11 | 0 | 0 | 0 | 11 | \$790,200 | |
| Room Nights | 4,390 | 0 | 0 | 0 | 4,390 | | |

Future Meeting & Convention, Sports, and Citywide Bookings

| | | | | | | | |
|---------|--|--|--|--|---|-----|--|
| Pending | | | | | 0 | \$0 | |
|---------|--|--|--|--|---|-----|--|

FACILITATION

CTA/Billings Trail Guides

| | Q1 | Q2 | Q3 | Q4 | FY26 | GOAL |
|-----------------|----|----|----|----|------|------|
| Group Attendees | 1 | 0 | 0 | 0 | 1 | |
| | 19 | 0 | 0 | 0 | 19 | |

SERVICING & FACILITATION

| | Q1 | Q2 | Q3 | Q4 | TY TD | FY25 |
|------------------|-----|----|----|----|-------|------|
| Group Servicing | 0 | 0 | 0 | 0 | 0 | |
| Sports Servicing | 2 | 0 | 0 | 0 | 2 | |
| Visitor Packets | 250 | 0 | 0 | 0 | 250 | |

WEBSITE TRAFFIC

| | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | FY26 |
|--------|---------|--------|---------|--------|--------|--------|--------|--------|--------|--------|--------|---------|---------|
| Goal | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Actual | 102,964 | 86,205 | 73,783 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 262,952 |
| | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | FY25 |
| Actual | 111,793 | 94,982 | 100,234 | 56,971 | 47,124 | 32,503 | 60,417 | 44,107 | 35,017 | 74,020 | 80,832 | 114,885 | 852,885 |

VISITBILLINGS.COM VISITS



