



BILLINGS TOURISM BUSINESS IMPROVEMENT DISTRICT

BOARD OF DIRECTORS | REGULAR MEETING AGENDA*

October 8th, 2026 | 8:30 a.m.

ANDERSON TRAINING ROOM | 401 N 31st Street, 10th Floor.

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 – Jill Dawson, Billings Chamber BOD Liaison | |
| IV. | Approval of September Board Meeting Minutes – J. Schoenhard (Pgs. 2-3)..... | ACTION |
| V. | Approval of September Financial & Variance Reports – M. Stevenson (Pgs. 4-5) | ACTION |
| VI. | New Business: J. Schoenhard/A. Eggart..... | 8:50 |
| | i. Visitor Profile Study: A. Eggart | |
| | ii. Sports Facilities Updates: C. Conlon | |
| VII. | Old Business: J. Schoenhard/A. Eggart..... | 9:15 |
| | i. BTBID Renewal Planning: A. Eggart/Renewal Committee | |
| VIII. | Board Comments – J. Schoenhard | |
| IX. | Adjournment | 9:30 |

**TBID Board of Directors
MEETING MINUTES
September 10, 2026**

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

Board Members Absent: Steve Warlich

Ex-Officios Present: Jill Dawson, Thirsty Street Brewing Co., Chamber Board of Directors Liaison

Staff Present: Aly Eggart, Polly Mulvaney, Megan Stevenson, Marya Pennington, Nate LaCombe, Maddie Malmstrom, John Brewer

Staff Absent: Casey Conlon, Kyra Cousins

Others Present: Cathy Cullen-Kuhr; Erck Hotels, Annie Bokma; DoubleTree by Hilton, Dax Schieffer; Voices of Montana, Becky Meidinger; InterMountain Management, Jeff Kettleson

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

Public Comment: Aly announced Maddie's promotion to Content Manager. Joe shared the success of the first Cattle Punchers pre-season game.

BTBID Partner Updates:

Billings Chamber of Commerce Monthly Update: Jill shared updates about the upcoming Annual Business celebration on September 24, 2026, including announcing Bill Simmons as the recipient of the Legacy Award, as well as shared other current Chamber efforts. John shared an air service update regarding efforts to secure direct flights to Los Angeles.

Approval of Board Minutes:

Request for a motion to approve the August meeting minutes.

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

Approval of Financial & Variance Reports:

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

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

New Business:

Montana Travel Association/Voices of Montana: Dax Schieffer presented on Voices of Montana Tourism, the strategic goals of the organization to build a stronger future for Montana tourism, and shared details on upcoming Voices of Montana Tourism Summit on November 12, 2026. Dax then presented on Montana Travel Association, a recap of last year's legislative session, and what to expect in the next year, including Travel industry Rotunda Day on January 11, 2027. This was followed by a brief discussion by the board.

Approval of continued funding for Montana Travel Association/Voices of Montana:

Request for a motion to approve \$17,000 toward Montana Travel Association and Voices of Montana. Funding to be split evenly between both organizations.

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

November Strategic Planning Session: Aly requested a Strategic Planning Session in place of a Board Meeting on November 5, 2026.

Approval of November Board Meeting Cancellation:

Request for a motion to approve the cancellation of the November Board Meeting.

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

Old Business:

BTBID Renewal Planning: Aly updated the board on BTBID Renewal planning and the next steps on stakeholder outreach, followed by a discussion on what the process is going to look like.

Board Comments: Aly shared a message received from a visitor who visited Billings and the Billings Brew Trail after speaking with the team a few years ago at the Denver Travel Show. The board briefly discussed the success at the Yellowstone International Air Show and upcoming attendance numbers.

Adjournment: Shelli motioned to adjourn.

Meeting adjourned at 9:20 a.m.

Submitted by M. Malmstrom

**BILLINGS TBID BOARD OF DIRECTORS
FINANCIAL STATEMENT VARIANCE REPORT
AS OF September 30, 2026**

Revenue over expenses is \$47,093 over budget.

Revenue is \$37,347 over budget.

- Assessment revenue is over budget \$29,279 from payment of the FY26 outstanding property. At the time of this report, one property remains outstanding.
- Interest is \$8,068 over budget.

Expenses are \$9,746 under budget.

- Staff Expenses are \$3,757 under budget.
- Administrative Expenses are \$1,209 under budget.
- Marketing Expenses are \$4,780 under budget.
 - Advertising is under budget \$3,120 due to timing.
 - Visitor Information Center is \$1,401 under budget.

**Tourism Business Improvement District
Profit & Loss
Budget vs. Actual
September 2026**

	CURRENT MONTH		YEAR TO DATE		2026-27 Annual Budget	LAST YEAR	PREVIOUS YEAR
	Actual	Budget	Sept 2026 Actual	Sept 2026 Budget		Sept 2025 Actual	Sept 2024 Actual
Income							
4001100 · TBID Assessments	46,339	-	1,803,579	1,774,300	3,400,000	1,620,760	865,868
4001500 · Miscellaneous Income	7,969	1,700	13,168	5,100	20,000	6,336	7,242
Carryover used for budget	-	-	70,000	70,000	70,000	45,000	231,000
Total Income	54,308	1,700	1,886,747	1,849,400	3,490,000	1,672,096	1,104,110
Expense							
5001000 · Staff Expenses							
5007000 · Wages	72,833	69,000	160,640	161,000	560,000	136,822	123,222
5007100 · FICA Expense	5,477	5,300	11,967	12,200	43,100	9,539	9,111
5007200 · Unemployment Expense	153	300	583	900	4,000	702	596
5007400 · Health & Accident Expense	7,555	8,100	22,610	24,300	103,500	19,074	12,746
5007500 · Retirement Expense	5,102	5,300	12,017	13,100	45,700	10,560	8,463
5007700 · Workers Compensation Expense	175	200	525	600	2,400	466	451
5007801 · HR Contract	-	-	-	-	-	1,900	-
5007802 · Chamber Admin Support	-	-	-	-	-	7,500	20,000
Total 5001000 · Staff Expenses	91,295	88,200	208,343	212,100	758,700	186,563	174,589
5009000 · Administrative Expenses							
5009200 · Computers	3,307	3,458	5,297	5,566	21,880	3,847	5,545
5009300 · Equipment & Repair Expense	88	175	311	525	2,600	503	401
5009500 · Liability Insurance	-	-	2,079	2,200	2,800	2,079	2,079
5009600 · Meeting Expenses	1,236	1,080	3,541	3,540	14,500	3,294	2,982
5009650 · TBID Communications	-	-	244	250	2,100	922	29
5009700 · Office Supplies	186	315	595	945	5,800	257	2,360
5009750 · Postage	281	300	1,395	1,400	5,000	1,438	1,719
5009800 · Professional Training	3,901	3,100	10,286	9,600	28,900	2,955	3,340
5009850 · Legal and Accounting	500	625	1,000	1,250	16,600	2,750	500
5009900 · Telephone/Wireless Equipment	634	765	1,615	2,295	9,220	1,611	1,679
5007802 · Chamber Partnership Agreement	13,750	13,750	41,250	41,250	165,000	-	-
5009950 · Rent	-	-	-	-	-	17,200	-
Total 5009000 · Administrative Expenses	23,882	23,568	67,612	68,821	274,400	36,857	20,634
5150000 · Marketing Expenses							
5151000 · Advertising	65,598	67,900	219,380	222,500	865,000	298,691	215,515
5151500 · Film Recruitment	-	-	-	-	500	-	-
5152000 · Opportunity	1,062	1,100	83,367	83,900	226,500	72,654	7,089
5152000 · Sports Facilities	-	-	112,500	112,500	635,000	-	-
5152500 · Printed Materials	49	-	11,248	11,300	76,000	960	3,385
5153000 · Publicity	34,261	34,300	105,384	105,500	231,500	60,579	31,739
5154000 · Sales Expenses	8,584	7,600	42,467	41,800	240,500	71,007	27,909
5155000 · Tradeshow/Conventions	14,049	14,200	38,161	38,300	110,000	66,699	28,062
5156000 · Visitor Information Center	3,600	3,600	2,199	3,600	10,600	26,020	3,890
5156500 · Web Site	556	580	18,075	18,160	61,300	8,334	12,432
Total 5150000 · Marketing Expenses	127,758	129,280	632,780	637,560	2,456,900	604,945	330,020
Total Expense	242,936	241,048	908,735	918,481	3,490,000	828,364	525,243
Total Net Income	(188,628)	(239,348)	978,012	930,919	-	843,732	578,867

Cash	Current Month	Last Month	Last Year
Unrestricted	1,320,825	1,509,576	769,813
Unearned Revenue	-	-	-
Rebranding Project	-	-	24,199
Air Service	375,000	375,000	375,000
BOD Restricted	190,146	190,146	125,447
Total Cash	1,885,971	2,074,722	1,294,460
Assessments O/S	40,056	86,395	96,158

Visit Billings Staff Updates for September 2026

Aly Eggart: Executive Director

As we head into fall, our work at Visit Billings shifts with the season. Our team is kicking off fall travel to recruit future meetings, conventions and sporting events, while our marketing efforts turn toward driving visitation through the colder months and the remainder of the calendar year.

We're also excited to have officially wrapped up our Visitor Profile Study after more than a year of research. We'll review the findings with the Visit Billings Board in October and look forward to sharing what we've learned with all of you very soon.

We continue to see strong momentum in our lodging industry, with another strong month for room demand. After a great summer, we're excited to carry that momentum into fall and finish 2026 on a strong note.

Marya Pennington: Marketing Director

This past month was focused on strengthening partnerships and expanding Billings' visibility. We held a productive Air Service Committee meeting and distributed our September Air Service newsletter. I also attended the Visit Southeast Montana board meeting in Terry and the Montana Governor's Conference on Tourism. I'm also excited to officially join the Billings TrailNet Board of Directors, creating new opportunities to support local trail development and strengthen our partnership. Finally, I attended the Travel + Words conference in Washington's Skagit Valley, where I met with 28 Northwest journalists to promote Billings as a compelling destination for future coverage. While there, Visit Billings was also honored with the **Excellence in Destination Marketing Award**, a meaningful recognition of our team's work to elevate Billings in key target markets.

Maddie Malmstrom: Content Manager

Fall is in full swing, and to celebrate the occasion (and help visitors plan their trip to Billings) we're sharing all things fall, from events to seasonally relevant attractions to local tips. Recent content includes a secret romantasy bookstore, [Late Night Chapters](#), local recommendations for runners in town for [Montana Marathon](#), and highlights of Billings' major fall events, including [All Hallows Medieval Fantasy Faire](#) and [HarvestFest](#).

Casey Conlon: Sports Tourism Director

If it feels like a busier start to fall than normal in Billings, that's because it is! It kicked off with the Montana Marathon returning to a mid-September date with over 1,000 runners competing in multiple events. Then to start October, the Billings Cattle Punchers will begin their inaugural regular season at a home game to sold-out crowds inside the new Signal Peak Energy Arena. And on the high school front, Billings will host the MHSAA State Girls Flag Football Championships for the first time. Twenty-four teams across three divisions splitting games between Lockwood High and the newly-renovated Sam McDonald Stadium at Daylis.

These larger events help our hospitality partners immensely as tourism starts to slow down after the busy summer season. Both Signal Peak Energy Arena and the neighboring ARC Courts Complex will play a big role in that during future fall/winter timeframes.

Speaking of the Amend Recreation Campus, keep October 24 marked on your calendar as for the first time, all three venues - fields, courts and ice - will have large events scheduled on the same day. We can't wait!

Polly Mulvaney: Group Sales Manager

September was an active month for Group Sales, with the team submitting a bid for a large national conference of approximately 1,600 attendees for June 2029, responding to five additional Cvent RFPs, and developing site visit itineraries for two large national conferences scouting Billings for May and October 2028. We coordinated convention support for the upcoming January 2027 National High School Rodeo Association Mid-Winter Meeting along with the October 2027 Rocky Mountain Association of Student Financial Aid Administrators meeting. In addition, we facilitated room block proposals for the July 2027 Rally North America event and provided recruitment support for a national sales conference in August 2027.

Kyra Cousins: Visitor Services Manager

September was a busy month! We approved our re-print of the Billings Visitor Guide, continued to build out our digital kiosk to assist visitors in finding their way around town and then our team traveled to Great Falls to attend the Montana Governor's Conference on Tourism and then we all attended the Billings Chamber of Commerce Annual Meeting. Marya and I have also started meeting with our brewers again to plan Craft Beer Week. Right now, my main focus is HarvestFest on October 10th, assisting with logistics on another upcoming event and some other fun and exciting projects in the works that we can't wait to share with you in the future.

TOTAL IMPRESSIONS

1.62 M ↓ 42%

TOTAL ENGAGEMENT

60 K ↓ 48%

NEW FOLLOWERS

2 K ↓ 37%

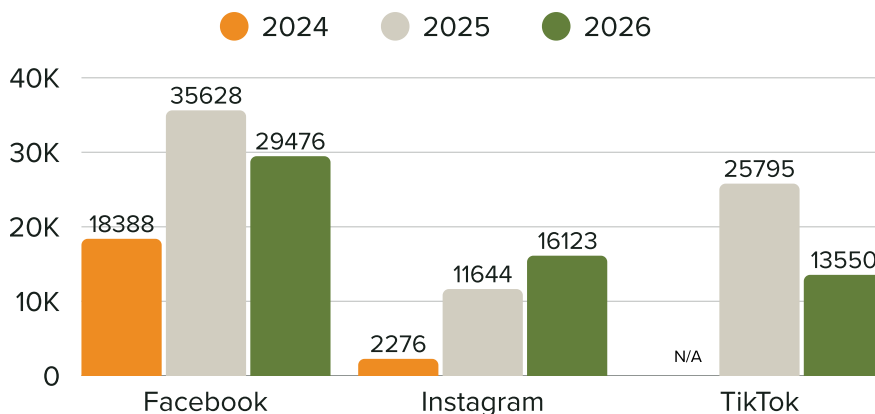
**Compared to previous month*

SOCIAL MEDIA
ENGAGEMENT

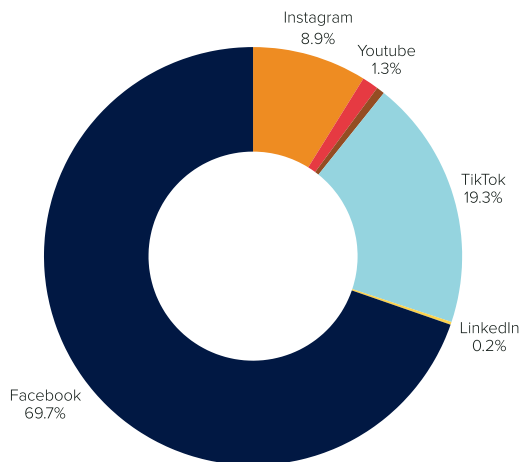
Facebook : 29.5K	%52
Instagram : 16.1K	%37
TikTok : 13.6K	%51
YouTube : 237	%9
LinkedIn : 251	%7
eNewsletter : 142	%15

**Compared to previous month*

SEPTEMBER ENGAGEMENT BY YEAR



IMPRESSIONS
BY PLATFORM



TOP PERFORMING POSTS



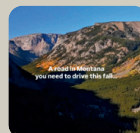
HarvestFest

142k impressions, 8.6k engagements



Secret Spot - Late Night Chapters

72k impressions, 7.5k engagements



Beartooth Highway - Fall

60k impressions, 2.6k engagements

September content continued to highlight what resonates with leisure travelers and locals alike, with top-performing posts focused on bucket-list attractions, events, and unique local experiences.

**Includes paid and organic data*

WEBSITE TRAFFIC

ALL

SESSIONS

114.0 K ↑ 51%

TOTAL USERS

90.8 K ↑ 34%

VIEWS

162.7 K ↑ 76%

ORGANIC

SESSIONS

10.3 K ↑ 73%

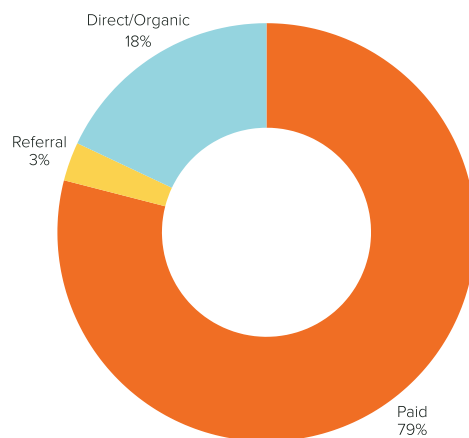
TOTAL USERS

8.0 K ↑ 74%

VIEWS

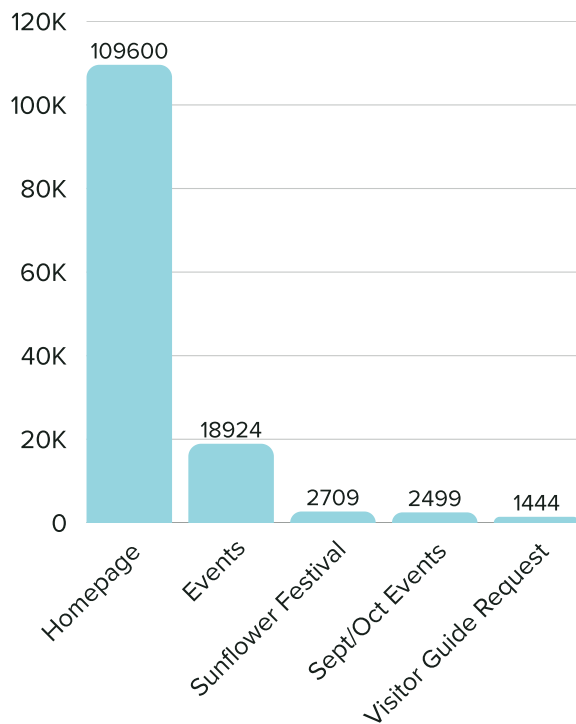
18.2 K ↑ 57%

TRAFFIC SOURCES



*Compared to previous year

TOP PAGE VISITS



TOP EVENTS

Sunflower Festival	2,709
Burn the Point	797
All Hallows Medieval Fantasy Faire	728
HarvestFest	611
Montana Marathon	479

TOP BLOGS

September/October Events	2,499
Fall in Billings MT	1,285
8 Kid-Friendly Spots in Billings	208
150 Years Later - Battle of Little Bighorn	179
8 Big Billings Experiences	150