

CENTRAL MONTANA TOURISM – MONTHLY BOARD MEETING

Thursday, February 9th 2023

Holiday Inn
1100 5th Street South
Great Falls, MT 59405

10:00 AM

BOARD MEMBERS PRESENT: BECKY MILLER, REBECCA ENGUM, ELIZABETH MOORE, CONNIE JENKINS, JUDY TEMPEL, KIM BARKER, CHERI HIRST, JESSE ANDERSON, CAROL ANN SCHAEFFER

VIA ZOOM: RITA CHRISTIAN, SAMANTHA FRENCH, SHARALEE SMITH, MISHELLE FISHER, KATIE MISSIK, CRISS BAUMAN, RALPN CORBETT, CARLY WHEATLEY, CHERI HIRST

BOARD MEMBERS ABSENT: HANNAH WEBER, BARB BOUMA, SCOTT ARENSMYER, GEORGE HORSE CAPTURE, JR., NATALIE FLORES, CHANDRA MOOMEY, CASSIE COBURN, AMBER COBURN

OTHERS PRESENT: KATTIE MEYER, STEFANIE BROWN, SHAWN PETERSON, JAMES COOLER

Miller – Call meeting to order. Start time:

Introductions

REPORTS:

- **INQUIRY REPORT:**
 - J Cooler Presents

- **GREAT FALLS CVB:**
 - R ENGUM – Finished midyear update with Visit Great Falls. Honing in on goals and objectives they had for the year. One was to launch partnership with event marketing training on how to partner with tourism. In the middle of finalizing strategic planning project. City Commission approved contract on Tuesday before this meeting. Releasing on the 17th of February. Staff is heading to professional development events on east coast. Working on major budget amendments for FY23 budget. Working with ARPA funds to do an intensive study of Great Falls and what attractions they have. Will be doing some strategic planning next week. Minneapolis and United are bringing flights back to Great Falls.

- **TEMPEST REPORT:**
 - Shawn Peterson presents footage from Havre winter filming shoot.

- **WENDT REPORT:**
 - Kattie Meyer Presents February Board Report. Job No: 23-CM-7000.

- **BANIK REPORT:**
 - Stefanie Brown presents updates on overage costs for Travel Planner production. 60,000 planners were delivered. Print bid goes to the lowest bidders. Had to go out for re-bid due to bidders not meeting original requests. Created a new resource page. Revamped the order of communities. State map needs to be updated by the state. Product spread was reworked. Festival spread was reworked. Freight went up almost \$1000 dollars due to missed deadlines. Would like to expand their photographer list. As of this day the budget is \$5,700.00 over budget. R Engum asks what we had originally budgeted. \$62,000 was original budget. A little over \$38,000 was paid to Banik so far. Engum asks if any time was spent towards learning. S Brown answers that some might have been, but it was minimal. R Engum asks if the budget can absorb the cost overages. J Cooler answers yes due to budget increases.

- **EXECUTIVE DIRECTOR'S REPORT:**
 - J Cooler Presents – Please See Director's Report.

ACTION ITEMS:

- **APPROVAL OF BANIK PROPOSAL**
 - R Engum motions to approve.
 - Judy Tempel seconds.
 - Motion is approved.
 - R Engum asks if moving forward we can get a projection on costs moving forward for FY24 costs. Discussion on plan for FY24 and making sure we are more prepared. J Cooler notes he will be in a much better position to handle sales. Discussion was also had on how ads are created in Canva, which doesn't allow for specs to be met for printing. R Engum asks if Ad Sales are worth the time and effort that it requires. More ad spec discussion is had to determine what the best plan moving forward would be. B Miller recommends 1 more year of ad sales before any changes are made to the Travel Planner.
- **APPROVAL OF MINUTES for JANUARY 12th, 2023 BOARD MEETING**
 - E Moore motions to approve
 - C Jenkins seconds
 - Motion approved
- **APPROVAL OF FINANCE TRANSACTIONS FOR JANUARY 2023**
 - R Engum gives an over view of Financials.
 - R Engum motions to approve
 - J Tempel seconds
 - Motion approved
- **APPROVAL FOR LEWIS AND CLARK PARTNERSHIP PROPOSAL**
 - J Tempel presents proposal.
 - J Tempel motions to approve
 - Carol Ann Schaeffer seconds
 - Motion approved
- **OPEN DISCUSSION:**
 - S French – Chinook Rod and Gun club had annual fishing derby which was well attended. Blaine County Fair put on their annual brew festival. Lots of basketball tournaments. Blaine County Museum hosting author Arthur Woods. Anthony Haney spoke as well.
 - R Christian – Attended PBS documentary Landscapes of a Western Mind. Was very well received in Bozeman.
 - C Wheatley – Montana Winter Fair was well attended. Overall quiet this time of year.
 - R Engum – Department of Commerce is pushing rural development. Suggests working with C Wheatley for grants and funding. Room demand has been soft since November. Hopes basketball tournaments and Western Art Week have a good impact.
 - E Moore – updates on Lewis and Clark Foundation Focus.
 - Carol Ann Schaeffer provides updates for Winnet
 - Judy Tempel – Ice Skating Party in Chester was well attended.
 - J Anderson – Notes that the hotel hasn't been slow. Not sure why.
 - C Jenkins – Bank Bar has been open for 8 months. Grand Union purchased it for liquor license so that there will be a liquor license at the Grand Union. Working on FT Benton celebration and C Jenkins is retiring after running it for 30 years.

- B Miller – Basketball tournaments coming up. MT actors theatre hosting play called Misery. Bear Paw Ski Hill hosting annual brewfest fundraiser.

- **Meeting Adjourned** – Meeting Adjourned at 11:23 AM.

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Respectfully,

James Cooler

A handwritten signature in cursive script that reads "James Cooler". The signature is written in a dark ink and is positioned below the printed name.