

CENTRAL MONTANA TOURISM – MONTHLY BOARD MEETING

Thursday, April 13th 2023

Comfort Inn & Suites
455 Mckinely Avenue
Shelby, MT 59474

BOARD MEMBERS PRESENT: BECKY MILLER, JESSE ANDERSON, CHERI HIRST, MISHELLE FISHER, SCOTT ARENSMEYER

VIA ZOOM: RITA CHRISTIANS, SHARALEE SMITH, CAROL ANN SCHAEFFER, RALPH CORBETT, KIM BARKER, CONNIE JENKINS, KATTIE MISSIK, CARLY WHEATLEY, REBECCA ENGUM, JUDY TEMPEL, CASSIE COBURN,

BOARD MEMBERS ABSENT: HANNAH WEBER, SAMANTHA FRENCH, CHANDRA MOOMEY, BARB BOUMA, AMBER COBURN, GEORGE HORSE CAPTURE, JR., NATALIE FLORES, ELIZABETH MOORE, CRISSY BAUMAN

OTHERS PRESENT: JESSICA FAUGERBAKKE, KARA HARDER, KATTIE MEYER, STEFANIE BROWN, LINDA BROWN

Miller – Call meeting to order. Start time: 10: 05 AM.

Introductions

REPORTS:

- **INQUIRY REPORT:**

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- **GREAT FALLS CVB:**

- R ENGUM – Working to hire a guest services manager to help with increase walk in traffic and events. Things are a little slower than last year for walk in traffic. Currently seeing 25-30 people a week. Working on strategies and budget adjustments for FY24. Seeing higher room demand. However CVB doesn't receive revenue from long term rentals. Looking into other strategies for FY24. Looking at adjustments on the airline front. Looking at Dallas or LA as market options. Also looking into unique sponsorships for Voyager Season. Getting a new disc golf course that they will be looking to do some partnerships with. Working with some groups to bring summer theatre back to Great Falls. Working to make Great Falls a little more appealing as a destination for this event.

- **WENDT REPORT:**

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- **TEMPEST REPORT:**

- L Brown – Met with website committee to start focusing on adjustments for this year's fiscal season such as rodeos, affairs, events. Also working with agritourism and stargazing dates. Stargazing dates are set for video filming. Also working to get business listings updated. Getting ready to send out questionnaires to board directors to get updates on their communities and counties.

- **BANIK REPORT:**

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- **EXECUTIVE DIRECTOR'S REPORT:**

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- **COOPERATIVE MARKETING GRANT APPLICATIONS**

- Judy Tempel -

ACTION ITEMS:

- **APPROVAL OF FY23 BUDGET REALLOCATION**
 - Scott Motions.
 - Rebecca Seconds.
 - Motion Approved.

- **APPROVAL OF HAVRE TRAILS BREWFEST COOPERATIVE MARKETING GRANT APPLICATION:**
 - J Tempel Motions
 - Jesse Seconds
 - Motion Approved

- **APPROVAL OF BLAINE COUNTY MUSEUM COOPERATIVE MARKETING APPLICATION:**
 - J Tempel Motions.
 - Jesse Seconds.
 - Motion Approved.

- **APPROVAL OF PARTNERSHIP WITH GREAT FALLS CVB HOSTING PLANS FOR JUNE 2023 TAC MEETING:**
 - R Engum – Great Falls will be hosting the June TAC quarterly meeting for the first time in 8 years. Great Falls also hasn't been able to host a Governor's Conference on Tourism before either. Asking for Central Montana to contribute funds to help host the June TAC quarterly meeting. Asking for an undetermined amount at this point. Attendees will staying for one night. Plans will be to put popcorn in rooms with thank you note. Have reception on Monday night at Annie's Taphouse while hosting a fly tying workshop. Worked with Birdscooters to have Scooter rides around downtown. Working to have brochures that inform who has new cocktails in the downtown area. Received prizes for those that promote the activities with social media using specific hash tags. Will also offer some free drinks and snacks. Approximately expecting \$500 - \$1000 to help fund the events.
 - S Arensmeyer – asks if \$500 - \$1000 is for the total expenditure.
 - R Engum – Answers yes, and each DMO would split the costs.
 - S Arensmeyer – asks where funds are coming from.
 - B Miller – Answers that it would most likely it would come from our private funds.
 - R Engum – Answers that it would look better to TAC.
 - S Arensmeyer motions up to \$500.
 - J Tempel Seconds.
 - Motion is Approved.
 - R Engum – Abstains from due to her benefit.

- **APPROVAL OF MINUTES for March 9th, 2023 BOARD MEETING**
 - James corrected for Connie Jenkins.
 - Msichelle Motions.
 - Scott Seconds.
 - Motion Approved.

- **APPROVAL OF FINANCE TRANSACTIONS FOR March 2023**
 - R Engum – Presents. Feels budget is strong. Adjustments in wages and salary were made for corrections. Rebecca Motions.
 - C Wheatley – Seconds.
 - Motion Approved.

- **OPEN DISCUSSION:**
 - J Cooler presents FY24 Budget.
 - Scott – Asks about previous years budget.
 - Board agrees to have email vote. Will attach to minutes for submission to Brand.MT.
 - Rita – Western Mind Document for Ivan Doig’s birthday. Grizzly Day celebration coming up.
 - Carly – New Brewfest happening on April 22nd. Lots of events coming up in June July August. Early August will be when they hold the WWII Heritage Site Designation Event.
 - Judy – Basketball tournament coming back. Earth Day will be this month. Fundraiser April 26th at Lutheran Church.
 - J Anderson – no additions.
 - Jessica – Earth Day Community Clean Up. Hiring Event. Sweet Grass Society Pow Wow. Private applicator for private pesticides. Bowling Tournament for 2 weekends. Metallica Cover Band coming to town. Bear Paw Marathon. Ag Appreciation Days.
 - Working hard on Spring Classic Fishing Tournament. Summer Celebration efforts under way.
 - Sharalee – Dayton Duncan and film crew were in Ft. Benton for Ken Burns documentary about American Buffalo. June 10th will be a special preview at the Montana Agricultural Center.
 - A Cobourn – Recently starting a guide that will be sent out. Farmer’s Market and Smith River Season coming up in May. Bonfire Trail coming up. Bear and Castle Museums opening.
 - C Schaeffer – Grand Opening for community center will be on April 29th. First Saturdays in June, July and August will be having Jam Sessions. Old buildings are being rehabbed.
 - K Missik – Gearing up for Whoop Up days. Reunions coming up and hotels are full.
 - S Arensmeyer – Expressions fundraiser coming up. Whose Line is it Anywhere coming up in near future.
 - C Hirst – The Matt Dinner theatre dinner coming up.
 - B Miller – Living History date coming up in June.
- **Meeting Adjourned** – Meeting Adjourned at 11: 25 AM.

Respectfully,

James Cooler

