

CENTRAL MONTANA TOURISM – MONTHLY BOARD MEETING

Thursday, September 8, 2022

Independence Bank, Great Falls, MT

10:00 AM

BOARD MEMBERS PRESENT: BECKY MILLER, CHRIS COOLER, REBECCA ENGUM, SCOTT ARENSMEYER, CAROL ANN SCHAEFFER, RALPH CORBETT, JESSIE ANDERSON, ASHLEY LAMPERT

VIA ZOOM: CARLEY WHEATLEY, SHARALEE SMITH, CONNIE JENKINS

BOARD MEMBERS ABSENT: HANNAH WEBER, BALERIE CARR, RITA CHRSTIAENS, SAMANTHA FRENCH, SCOTT REASONER, BRANDON ROBERTS, JENNIFER SAUNDERS, CHANDRA MOMMEY, KIM BARKER, BARB BOUMA, JUDY TEMPEL, JUNE BOLDSETH, KATIE MISSIK, MAGGIE CARR, CHERI HIRST, CASSIE COBURN, AMBER COBURN, MISHELLE FISHER, GEORGE HORSE CAPTURE JR, NATALIE FLORES, LEE WEST

OTHERS PRESENT: KATIE MEYER, GAYLE FISHER

Miller – Call meeting to order. 10:09 AM Start time. Did not have a full quorum present.

James Cooler – Introduce himself.

REPORTS:

- **INQUIRY REPORT:**
 - Updated Inquiry Report will be prepared for October 2022 Board Meeting.
- **GREAT FALLS CVB:**
 - Engum – Submitting 2 applications for the MT D.O.C. Tourism Grant Cycle. Will feature 6 creators that publish and share their material on their own platforms along with our own use of the same material. Room demand has seen a large increase in the exempt bed tax funds for local workers that rent hotel rooms for more than 30 days. So, even though room demand has increased, Budget Fund Revenue is down. This drives an uptick in room rates, which in turn creates a challenge for tourists to pay the same rate. Working with MEDA Annual Conference and Annual Airline Rendezvous for an increase in direct flights to Great Falls. Large Discussion on the impact that tourism has had on CMT and MT in general, which will be a continuing topic moving forward. As of now, it is recognized that infrastructure for both tourism and population growth are key issues to consider. Grant funds for video: Welcome to the Town type of video – understand who we are so that tourists can understand our culture and not try to change it. IFlyBigSky Drone video may be an example.
- **Wendt Report:**
 - 1st Round Invoice emailed out to all board members. Note that metrics are inflated due to lack of activity in June/July. Trying to pick most likely events people would act upon and engage with. Ask board members to go through their county and city(s) information to update the Events Calendar on CentralMontana.com.
- **EXECUTIVE DIRECTOR'S REPORT:**
 - Cooler - Training and onboarding for Cooler continues. Study old minutes and agendas. Had accounting training with Barb Sanem. Travel Planner ad sales have begun. Coordinating with Wendt for social media and paid media creative and content. Worked with C Cooler and G Fisher to complete FY22 Audit for FY23 Rollover funds to be allocated. Moved Great Falls storage unit content to Lewistown.

ACTION ITEMS:

- **BUDGET ADJUSTMENTS:**
 - Discuss Administrative Funds adjustments. Engum Explains that the rollover funds do not increase the administrative funds. They are only allocated to other line items. Engum motions to accept this decision. C Cooler seconds. All in favor. Motion carried.

- **APPROVAL OF MINUTES:**
 - C Cooler moves to approve minutes from 08.11.22. Ralph seconds. All in favor. Motion carried.
- **APPROVAL OF FINANCE TRANSACTIONS:**
 - Miller – Confirms that this is the last month of storage unit in Great Falls. The rented unit will be terminated on 09.17.22.
 - Carol motions to approve finance transactions. Engum seconds. All in favor. Motion carried.
- **OPEN DISCUSSION:**
 - Ashely – Asks how the turnout for the Summer Music Festival was. Engum states that it wasn't the best from a tourist perspective. 350 – 400 was the approximate headcount. S Arensmeyer mentions that he couldn't buy tickets.
 - Engum – Traffic trial tracking – what % brought quality tourists.
 - Lampert – Opened doors for chambers. Shelby Chamber has a lot going on. Currently hiring for administration position. Haunted house last 2 weekends in October 2022.
 - Corbett – Cow Pasture event organizer did different stages and styles of play.
 - Anderson – hotel staying busy – guests are having a hard time with food accommodations. Harvest Festival (harvestfestival.com) has been brought back. Talent show on November 4th.
 - C Cooler – This weekend is Chokecherry Festival and Trails & Ales event.
 - Miller – shared local Havre events.
 - Jenkins – Shared local events.
 - Lampert – Sweet Grass Development is putting on an online course – “Website 101”.
 - Miller – Meeting Adjourned.