



4.24.19
DanWalt Gardens

1. Introductions
2. Review of minutes and financials from previous meeting:
 - a. Financials
 - i. \$9532 ending bank balance
 - ii. Approved
 - b. Minutes
 - i. Being Emailed for approval
3. PARTNER/ALLIED UPDATES
 - a. ONE BIG SKY
 - i. Speaker – Allison Murnion
 - ii. Over a year ago partners came together to do an analysis of downtown
 1. Workforce is a struggle
 - a. Need to bring in new people
 - b. Need to retain Graduates
 - iii. Billings is a regional hub
 1. Needs to stay that way
 - iv. Downtown housing needs to be developed
 - v. Best way to grow the economy is by growing the base
 - vi. MT 46th in nation for attracting Millennials
 1. Building urban center downtown may help attract them
 - vii. The concept is no longer just one building but a whole district
 1. 4 Concepts have been created. Each with its own public and private option
 - a. Lifestyle
 - b. Health and Wellness
 - i. Activate the area between hospitals and downtown
 - c. Education
 - d. Entertainment
 - i. Could compete for 10,000 events that we can't compete for today
 - viii. Convention Center Study

1. Need regional competitive space
 - a. MT doesn't have big enough event space
 - i. Building would be 90,000 square foot meeting space. Equal to one square block
 - b. 250 Room hotel to be built with convention center
 - c. Largest current meeting space in Billings with banquet setup is can only hold 1500
 - d. Center would help fill downtown hotels and push transient rooms to the West end
- ix. Billings needs to invest in downtown to stay competitive and attract a younger workforce
- x. Group discussion on Development

b. VISIT BILLINGS

- i. Travel Blog Exchange
 1. Largest Blog Conference in the world
 2. Who Attends
 - a. Bloggers from all over the world
 3. Only host 2 conferences a year
 - a. 1 in North America and one in Europe
 4. Mostly just about blogs but also has some social media / YouTube participation
 5. How impactful are attendees?
 - a. Over 6% reach over a million followers
 - b. 34% considered professional influencers and reach 10,000-1 Million followers
 - c. 56% are micro-influencers
 6. Impact Matters
 - a. To reach over a million people would require a creative fee of between \$75-\$150,000
 - b. Conference delivers 11 times higher ROI than traditional marketing
 - c. 62% less expensive than traditional marketing
 - d. Drives 3 times the leads
 - e. 49% of people rely on recommendations for travel plans
 7. Conference hosts 650 attendees
 8. Will be held 9.10-9.11.19 at the Billings Hotel and Convention Center
 9. 34 Tours for 478 participants will be given around Billings
 10. Evening events are planned
 11. Welcome them to Billings, share with them, encourage them to checkout local businesses
 - a. Have a functioning website during their visit
 - b. Content creators are good at using links
 - c. Have social media channels posted

12. Sept. 14th top 150 attendees go on post conference tour through the state
 - ii. TTA program is evolving
 1. They will start having on-site training available at hotels
 - c. TBID
 - i. Working on budget
 - ii. Working on marketing
 - d. VISIT SOUTHEAST MT
 - i. Roundup international is happening
 - ii. Saw new promotional video
 - e. METRA PARK
 - i. Annual Report just came out
 1. Park does \$150,000 economic impact
 - ii. Major board meeting taking place on 5.22.19 with staff and commissioners
 1. Talking about 50-60 square foot convention space in front of arena. Would include the arena
 2. Looking at investing money to improve and update facilities
 3. Infrastructure study was just completed
 - iii. Ray traveling to Anaheim Honda Center to see what it looks like for the possible future of Metra
 - iv. Major event planned for Sept. 7th 2019. Has not yet been announced
 - v. Bozeman does not have enough hotels to host Volleyball Tournament and Local Football game at the same time
 - vi. June 1st Arena name is changing to First Interstate Arena
4. NEW BUSINESS
 - a. Board position elections for YCLA taking place at next meeting in July
 - i. VP and Treasurer are open
 - b. May 15th at 3pm YCLA is sponsoring an Adopt the Highway Cleanup
 - i. A registration table will be setup in front of the Kelly Inn
 1. Member with most participation hours will win a party
5. Meeting Adjourned