Boards of Directors Meeting Agenda
Great Falls Convention and Visitors Bureau &
Great Falls Tourism Business Improvement District

Thursday, February 15, 2024 | 9 AM – 10:30 AM | University of Providence, McLaughlin Center, Providence Forum, 1415 20th Street South, Great Falls MT

9:00 | 1. Call to Order, Welcome, Introductions – Wayne Thares, Becky Amaral-Miller

9:05 | 2. Public Comment – Wayne Thares, Becky Amaral-Miller

Opportunity for public comment related to items on the agenda and related to Tourism in Great Falls, Montana.

9:10 | 3. Consent Agenda – Wayne Thares, Becky Amaral-Miller

Convention and Visitors Bureau Board of Directors

a) approve 1-18-2024 Minutes
b) accept January Financials

Tourism Business Improvement District Board of Directors

a) approve 1-18-2024 Minutes
b) accept January Financials

9:15 | 4. Questions on Business Development or Marketing Reports – Wayne Thares, Becky Amaral-Miller

9:20 | 5. Travel Industry Growth Plan and Great Falls Montana Tourism Strategic Plan Feedback – Rebecca Engum

9:25 | 6. Great Falls Public Schools Financial Support – Rebecca Engum

Tourism Business Improvement District Board of Directors consider action to approve/deny $8,750 to support Great Falls Public Schools hosting AA Dual Wrestling, AA-A State Swimming, District 8C Girls and Boys Basketball, and State AA-C Track.

9:30 | 7. DISCUSSION: Management Agreement with Central Montana – Rebecca Engum

9:45 | 8. Treasure State Outdoors Riverside Kayak Partnership – Rebecca Engum

Tourism Business Improvement District Board of Directors consider action to approve/deny $6,000 for a 5-year partnership with Treasure State Outdoors on a riverside kayak kiosk.

9:55 | 9. ROUNDTABLE BREAKOUT: Marketing Ideas for Workforce Stays/Conventions – Kali Jean Tuckerman

10:10 | 10. Executive Director Report – Rebecca Engum

10:20 | 11. Director Open Discussion – Wayne Thares, Becky Amaral-Miller

Opportunity for Directors to share items impacting Great Falls, Montana and Tourism. Discussion topics could include but are not limited to:

- Has there been changes in services?
- Are you embarking on new initiatives?
- Do you have updates regarding ongoing initiatives and important efforts?
- Is there something new and exciting developing?
- Are there noticeable trends in customers, requests?
- Is there something you see coming that could create potential issues?
- What events are three months out that would bring non-Great Falls attendance?
- What new ideas have you been thinking could grow tourism in Great Falls?

10:25 | 12. Public Comment – Wayne Thares, Becky Amaral-Miller

Opportunity for public comment related to Tourism in Great Falls, Montana.

10:30 | 13. Adjourn – Wayne Thares, Becky Amaral-Miller