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

Thursday, April 17, 2025 | 9 AM – 10:30 AM | University of Providence, McLaughlin Center, Providence Forum, 1415 20th Street South, Great Falls MT

CVB DIRECTORS: Christina Horton, Avery Hughes, Ron Korb, Wendy Lee, *Susan Shannon*, Jennifer Benski, Dan Morano, Beth Leathem

TBID DIRECTORS: Jeff Shull, Peter Jennings, Sandra Johnson-Thares, Malissa Hollan, David Buckingham, Brad Talcott

STAFF: Rebecca Engum, Kali Jean Tuckerman, Shannon Newth, Liz Lauver

GUESTS: Taylor Jones, Kaci Mitchell, Tahnee Ranieri

9:02 | 1. Call to Order, Welcome, Introductions – Ron Korb, Jeff Shull

9:04 | 2. Public Comment – Ron Korb, Jeff Shull

Opportunity for public comment related to items on the agenda.

No public comment.

9:05 | 3. Consent Agenda – Ron Korb, Jeff Shull

Convention and Visitors Bureau Board of Directors

a) Approve 3-27-2025 Minutes
b) Accept March Financials

CVB ACTION TAKEN
Motion made to approve consent agenda. Seconded. No discussion. All in favor. None opposed. Motion passed.

Tourism Business Improvement District Board of Directors

a) Approve 3-27-2025 Minutes
b) Accept March Financials
c) Review DA Davidson Investments

TBID ACTION TAKEN
Motion made to approve consent agenda. Seconded. No discussion. All in favor. None opposed. Motion passed.

9:06 | 4. Rhythm & Rumble Update – Liz Lauver

Take action as needed.

Liz provided update.

9:07 | 5. 4th of July Hootenanny Sponsorship – Rebecca Engum

Tourism Business Improvement District Board of Directors approve/deny $3,000 4th of July Hootenanny Sponsorship.

TBID ACTION TAKEN
Motion made to approve $3,000 4th of July Hootenanny Sponsorship. Seconded. Discussion about prior year sponsorship commitments. All in favor. None opposed. Motion passed.

9:10 | 6. Director Application – Rebecca Engum

Convention and Visitors Bureau Board of Directors approve Director Application.

CVB ACTION TAKEN
Motion made to approve Director Application. Seconded. No discussion. All in favor. None opposed. Motion passed.

9:13 | 7. FY26 Plan & Budget – Rebecca Engum, Kali Jean Tuckerman, Shannon Newth, Liz Lauver

Convention and Visitors Bureau Board of Directors approve/deny FY26 Plan & Budget.

CVB ACTION TAKEN
Motion made to approve FY26 Plan & Budget. Seconded. No discussion. All in favor. None opposed. Motion passed.

Tourism Business Improvement District Board of Directors approve/deny FY26 Plan & Budget.

TBID ACTION TAKEN
Motion made to approve FY26 Plan & Budget. Seconded. Discussion about Canadian market, legislative activity, and early reception of Share Your Adventure efforts. All in favor. None opposed. Motion passed.

10:06 | 8. Round Table Discussion: Strategic Investments – Rebecca Engum

10:25 | 9. Executive Director Report – Rebecca Engum

Rebecca provided report.

10:32 | 10. Public Comment – Ron Korb, Jeff Shull

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

Scheels Family Golf & Demo Day on May 18th from 1-4 p.m. at Anaconda Hill Golf Course. SID's Pedal Trolley started tours, canceled for snow. Friday and Saturday evening tours still happening this week. Test runs next Tuesday and Wednesday. Local elections May 6th.

10:35 | 11. Adjourn – Ron Korb, Jeff Shull