

**Board of Directors Meeting  
Kalispell Tourism Business Improvement District  
Wednesday – January 11, 2017  
3:00 pm – 5:00 pm**

**Location: Hilton Garden Inn, Kalispell**

**AGENDA**

**3:00 pm** Meeting Called to Order: Dawn Hendrickson, Chair of the Board

Hear from the Public

Members of the public are invited to present information related to the Tourism Business Improvement District. Presenters are limited to three (3) minutes each.

Business Meeting

Board Action Items

- a) Approval of minutes from December 7, 2016
- b) TBID financial statements for November, 2016

2016 Year-In-Review Presentation

Reception

Enclosures: December 7, 2016 minutes  
TBID financial statements for November 2016  
2017 TBID Board meeting schedule

For Further Information Please Contact:

Dawn Hendrickson, Board Chairman [dawn.hendrickson@hilton.com](mailto:dawn.hendrickson@hilton.com) or 406-890-7021  
Diane Medler, KCVB Director [diane@discoverkalispell.com](mailto:diane@discoverkalispell.com) or 406-758-2808

2017 TBID Board Meeting Schedule (subject to change)

(Meetings are held at the Kalispell Chamber unless otherwise notified)

January 11	February 1	March 1	April 5	May 3	June 7
July 5	August 2	September 6	October 4	November 1	December 6

Note: Other than the meeting starting time, times listed are approximate and agenda items may be rearranged. Action may be taken on any item listed on the agenda. Public comment is welcome on all items.

**Board of Directors Meeting**  
**Kalispell Tourism Business Improvement District**  
**Location: Kalispell Chamber of Commerce**  
**Wednesday, December 7, 2016**  
**3:00 pm**

## Minutes

**Board Members Present:** Janet Clark, Dawn Hendrickson, Lisa Brown, Laurie Otto-Bradford, Dan Moderie, Zac Ford

**Board Members Absent:** Nautam Patel

**Staff Present:** Diane Medler, Dawn Jackson, Vonnie Day

**Visitors:** Rob Brisendine, Nate Evans, Montana Sports Indoors, Micaela LaChance, Flathead Gymnastics Academy

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Meeting was called to order by Dawn Hendrickson, Board Chair, at 3:05 PM.

1. Hear from the Public – None
2. KCVB Event Grant applications – Flathead Gymnastics Academy applied for an event grant for the FGA Glacier Challenge, January 20 – 21. The organization was represented by Coach Micaela LaChance. Glacier Challenge has 324 athletes registered. They predict 200+ room nights will be generated from the event. FGA and Kalispell are also being considered to host the 2018 divisional tournament.
3. KCVB Event Sponsorship Report – Futsol Indoor Soccer Montana State Tournament. Rob Brisendine and Nate Evans presented information about a possible collaboration between KCVB and Montana Sports Indoors (MSI) to hold a state indoor soccer championship at the fairgrounds with a long-term goal of attracting 100 teams. MSI has turf for two indoor fields. Twice that amount would be needed to facilitate the estimated number of teams. Cost to purchase the additional turf is estimated at \$75K - \$80K for which MSI has potential sponsors. Interest in Futsol is growing rapidly. There are many teams in the state and region, but there's a lack of opportunities to play each other and no viable turf facility in the region. The turf could be used for La Crosse also. Rob will research ways Kalispell TBID, MSI and Flathead County might collaborate on the project.  
Action: Motion was made by Lisa Brown to direct Rob to move forward with the next phase of evaluating distinct options of underwriting a Futsol State Tournament. Motion seconded by Dawn Hendrickson.  
Discussion: no other communities in the region are holding Futsol championships. Some urgency is required to be the first to establish. More information is needed about cost and negotiating options. Board approved unanimously.
4. TBID Safety Awareness Updates – An individual placed on the TBID Do Not Rent List has informed the property manager that placed him there that he intends to sue. Diane will contact City Attorney to see where TBID stands with this issue.
5. Board Action
  - a. Approve minutes from the November 2, 2016 meeting:  
Action: Motion was made by Dan Moderie to approve the minutes. Motion seconded by Janet Clark. Discussion: none. Board approved unanimously.

- b. Approve financial statements for October, 2016:  
Action: Motion was made by Janet Clark to approve the financial statements. Motion seconded by Lisa Brown. Discussion: none. Board approved unanimously.
- c. Approve Event Grant of \$1,000 to Flathead Gymnastics Academy for the Glacier Challenge.  
Action: Motion was made by Dawn Hendrickson to award a one-time grant of \$1,000. Motion seconded by Zac Ford. Discussion: The Glacier Challenge is a growing event, is well-run, and occurs during a low occupancy period. The board emphasized that this is a one-time grant for the Glacier Challenge, however it may be willing to provide grant funds if FGA hosts the divisional tournament in 2018.

6. Board Discussion

- a. Event updates – Pond Hockey currently has 70 teams registered. Additional women’s teams are being recruited through eblasts to regional women’s leagues and registration incentives. Glacier Half Marathon – 1,000 participants signed up for the race within 4 days after registration opened November 9<sup>th</sup>. Montana Spartan Race – contract is being finalized. A Friday night, pre-race promotion offering incentives to visit downtown Kalispell is planned. Montana continues to be Spartan staff’s favorite event destination. Lodging packages are requested and will be promoted on the Spartan website. Dragon Boat – 2017 Rocky Mountain Dragon Boat Championship is being launched with objectives of attracting more out of market teams and raising the level of competition. Invitations are going to the top teams in the US and Canada. The first 8 teams that register and qualify for the RMC will get a free entry. A promo video for the Rocky Mountain Championship has been produced. Survey results for the 2016 event have been received. Overall, comments were positive and included several useful suggestions for improvements. Skijoring – CVB has provided in-kind marketing support for this New Year’s weekend event produced by the West Shore Visitors Center.
- b. Kalispell City Council Ordinance for Short Term Rentals – it appears that an ordinance capping short term rental properties at 2% in residential zones will be approved by the Kalispell City Council. The city is purchasing software to monitor. Winnie Storli is converting the east and west wings of the Blue and White Motel to long-term rentals.
- c. Bringing It Home Campaign – CVB is preparing to launch an incentive program to generate leads and bookings for Meeting and Convention business from local community members. The board reviewed and discussed the draft program guidelines.
- d. Group, M& C updates – discussed details of proposed Bringing It Home Campaign.
- e. Marketing updates – CVB will be monitoring tourism-related legislation in the upcoming session. Representative Dee Brown is advocating the establishment of a trade center in Calgary. A Kalispell Winter Activity Guide has been created and is available in print or PDF from Meche in the Visitor Information Center.
- f. CVB Year in Review meeting, in lieu of regular monthly board meeting, will be held January 11<sup>th</sup> at Hilton Garden Inn, 3:00 to 5:30 pm. TBID members are encouraged to attend.
- g. Meeting adjourned at 5:00 pm.

Respectfully Submitted: Diane Medler

For further information, please contact:

Diane Medler, CVB Director, [diane@discoverkalispell.com](mailto:diane@discoverkalispell.com) or 406-758-2808

Kalispell Tourism Business Improvement District  
Summary of Financials  
January 11, 2017

TBID Funds – Expense Summary November 2016

Admin: City admin fee; bookkeeping; postage & copies; telephone, misc. mileage & expenses; rent; email hosting

Consumer Marketing: social media admin; airport display stocking; Calgary Women's Show prize items; M&C enews; enews subscription

Event: event operation mgmt. monthly payment for November (Rob); R&D for Futsol; Glacier Half Marathon sponsorship

Meetings & Convention: branded flash drives; MT Organic Association sponsorship; photo usage for M&C pull up display

Publicity/PR: branded flash drives

KCVB Event Funds - Summary January through November 2016

Dragon Boat 2016: (2016 - \$30,000 TBID)  
Balance forward from 2015: (\$784.26)  
Income: \$92,339.22  
Expenses: \$92,907.05  
Balance: (\$1,352.09)

Spartan 2016: (2016 - \$25,000 TBID)  
Balance forward from 2015: \$3,706.40  
Income: \$35,424.50  
Expenses: \$33,832.79  
Balance: \$5,298.11

Pond 2017: (2017 - \$30,000 TBID)  
Balance forward from 2015: \$18,372.85  
Income: \$8,000.00  
Expenses: \$19,132.87  
Deferred Revenue: \$34,200.00  
Balance: \$41,439.98

Tourism Business Improvement District  
Balance Sheet  
As of November 30, 2016

	Nov 30, 16
<b>ASSETS</b>	
Current Assets	
Checking/Savings	326,337.26
1010 - Checking	
Total Checking/Savings	326,337.26
Total Current Assets	326,337.26
Fixed Assets	
1710 - Office Equipment	3,954.84
1820 - Web Site Development	25,230.44
Total Fixed Assets	29,185.28
<b>TOTAL ASSETS</b>	<b>355,522.54</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	23,279.68
2000 - Accounts Payable	
Total Accounts Payable	23,279.68
Total Current Liabilities	23,279.68
Total Liabilities	23,279.68
Equity	
3200 - Unrestricted Net Assets	161,699.28
Net Income	170,543.58
Total Equity	332,242.86
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>355,522.54</b>

## Tourism Business Improvement District Profit & Loss November 2016

	Nov 16	Jul - Nov 16
<b>Income</b>		
4000 · TBID Revenue	235,046.00	389,508.00
4100 · Interest Income	5.39	34.48
<b>Total Income</b>	<b>235,051.39</b>	<b>389,542.48</b>
<b>Expense</b>		
5000 · Staffing	16,093.87	107,089.94
5100 · Administrative		
5350 · City of Kallispell Admin Fee	1,138.45	4,950.00
5110 · Bank Fees	2.90	43.67
5125 · Bookkeeping	390.00	1,580.00
5140 · Office Supplies	12.24	370.36
5150 · Postage & Copies	79.98	415.44
5160 · Rent	700.00	3,500.00
5165 · Storage Unit	0.00	360.00
5180 · Telephone	209.04	1,260.34
5185 · Travel & Entertainment	106.44	783.63
5190 · Technology Support	40.00	190.00
<b>Total 5100 · Administrative</b>	<b>2,679.05</b>	<b>13,453.44</b>
5200 · Research & Education		
5210 · Smith Travel Reports	0.00	5,750.00
5230 · Organizational Memberships	0.00	1,000.00
<b>Total 5200 · Research &amp; Education</b>	<b>0.00</b>	<b>6,750.00</b>
5250 · Web Site		
5270 · Maintenance & Enhancements	0.00	1,680.17
5280 · SEO & SEM	0.00	6,999.93
<b>Total 5250 · Web Site</b>	<b>0.00</b>	<b>8,680.10</b>
5400 · Consumer Marketing		
5430 · Social Media Admin & Adv	894.83	4,285.74
5440 · Creative Services	0.00	1,200.00
5460 · Travel Show Attendance	160.00	2,044.59
5480 · Airport Displays	50.00	350.00
5420 · E-Marketing	169.12	1,851.83
5496 · Visitor Guide & Niche Brochures	0.00	547.30
<b>Total 5400 · Consumer Marketing</b>	<b>1,273.95</b>	<b>10,279.46</b>
5500 · Event Marketing		
5548 · Events Operations Management	1,750.00	8,750.00
5501 · Dragon Boat	0.00	30,000.00
5549 · Other Event Marketing	4,250.00	6,750.00
<b>Total 5500 · Event Marketing</b>	<b>6,000.00</b>	<b>45,500.00</b>
5550 · Meetings & Conventions		

**Tourism Business Improvement District  
 Profit & Loss  
 November 2016**

	Nov 16	Jul - Nov 16
5565 · Meeting Planner Shows	0.00	4,269.82
5567 · Meeting Planner FAM	0.00	4,510.95
5570 · Meeting Planner Incentive Progm	756.18	193.93
5573 · Group Photo & Video Library	175.00	825.00
5583 · Customer Relationship Mgmt Syst	0.00	1,500.00
5550 · Meetings & Conventions - Other	0.00	1,701.00
<b>Total 5550 · Meetings &amp; Conventions</b>	<b>931.18</b>	<b>13,000.70</b>
<b>5650 · Publicity</b>		
5660 · Travel Media Press Trips/FAM	0.00	3,749.00
5665 · Proactive & Reactive PR	0.00	2,151.75
5680 · Kallispell Branded Merchandise	456.18	1,271.66
5690 · Airline Subsidies	0.00	1,000.00
<b>Total 5650 · Publicity</b>	<b>456.18</b>	<b>8,172.41</b>
6000 · Prior Fiscal Year Expense	0.00	6,072.85
<b>Total Expense</b>	<b>27,434.23</b>	<b>218,998.90</b>
<b>Net Income</b>	<b>207,617.16</b>	<b>170,543.58</b>

**Tourism Business Improvement District  
Profit & Loss Budget vs. Actual  
July through November 2016**

	Jul - Nov 16	Budget	\$ Over Bud...	% of Budget
<b>Income</b>				
4000 · TBID Revenue	389,508.00	574,000.00	-184,492.00	67.9%
4100 · Interest Income	34.48			
<b>Total Income</b>	<b>389,542.48</b>	<b>574,000.00</b>	<b>-184,457.52</b>	<b>67.9%</b>
<b>Expense</b>				
5000 · Staffing	107,089.94	227,000.00	-119,910.06	47.2%
5100 · Administrative	13,453.44	27,250.00	-13,796.56	49.4%
5200 · Research & Education	6,750.00	8,500.00	-1,750.00	79.4%
5250 · Web Site	8,680.10	18,000.00	-9,319.90	48.2%
5400 · Consumer Marketing	10,279.46	86,750.00	-76,470.54	11.8%
5500 · Event Marketing	45,500.00	118,500.00	-73,000.00	38.4%
5550 · Meetings & Conventions	13,000.70	58,000.00	-44,999.30	22.4%
5650 · Publicity	8,172.41	30,000.00	-21,827.59	27.2%
6000 · Prior Fiscal Year Expense	6,072.85			
<b>Total Expense</b>	<b>218,998.90</b>	<b>574,000.00</b>	<b>-355,001.10</b>	<b>38.2%</b>
<b>Net Income</b>	<b>170,543.58</b>	<b>0.00</b>	<b>170,543.58</b>	<b>100.0%</b>



KALISPELL CONVENTION & VISITOR'S BUREAU

EVENT BALANCES

Accrual Basis

	DRAGON BOAT	POND HOCKEY	SPARTAN RACE	MTGS & CONV	WAYFINDING	WBD BROCHURE	TOTAL
2015 Balance Forward	(784.26)	18,372.85	3,706.40	0.00	63,100.00	0.00	84,394.99
January 2016	6,902.04	8,094.75	0.00	0.00	0.00	0.00	14,996.79
February 2016	(642.16)	(13,695.93)	0.00	0.00	0.00	0.00	(14,338.09)
March 2016	(858.86)	603.30	(3,166.58)	0.00	0.00	0.00	(3,422.14)
April 2016	(791.00)	(629.25)	23,695.34	0.00	(19,884.69)	0.00	2,390.40
May 2016	5,875.00	300.00	(16,992.43)	0.00	(21,822.00)	0.00	(32,639.43)
June 2016	1,221.34	0.00	(1,295.22)	0.00	(7,974.75)	0.00	(8,048.63)
July 2016	12,201.01	(120.00)	0.00	0.00	(5,996.22)	0.00	6,084.79
August 2016	25,956.68	0.00	0.00	185.76	0.00	0.00	26,142.44
September 2016	(43,625.14)	(649.40)	(649.40)	0.00	(4,095.40)	2,075.00	(46,944.34)
October 2016	(6,425.74)	57.10	0.00	(669.15)	172.67	0.00	(6,865.12)
November 2016	(381.00)	(5,093.44)	0.00	0.00	(3,366.41)	0.00	(8,840.85)
December 2016							0.00
Deferred Revenue*		34,200.00					34,200.00
EVENT BALANCES	(1,352.09)	41,439.98	5,298.11	(483.39)	133.20	2,075.00	47,110.81

\*Deferred revenue is listed on the balance sheet as a payable, because there is a portion that is refundable.  
Income will be recorded the same calendar year as the event is held.

**Kalispell Chamber of Commerce  
KCVB P&L by Class  
January through November 2016**

	Dragon Boat	Pond Hockey	Spartan	Meetings/ Conv	Wayfinding Grant	Brochure	TOTAL
Income							
4025.00 · Program Revenue	0.00	0.00	0.00	300.00	0.00	2,075.00	2,375.00
4700.00 · Special Events	62,162.01	8,000.00	10,424.50	0.00	0.00	0.00	80,586.51
4400.00 · Grants & Contributions	177.21	0.00	0.00	0.00	0.00	0.00	177.21
4410.00 · TBID Revenue	30,000.00	0.00	25,000.00	0.00	0.00	0.00	55,000.00
Total Income	92,339.22	8,000.00	35,424.50	300.00	0.00	2,075.00	138,138.72
Gross Profit	92,339.22	8,000.00	35,424.50	300.00	0.00	2,075.00	138,138.72
Expense							
5000.00 · Direct Program	44,349.16	11,095.52	20,898.95	123.23	62,966.80	0.00	139,433.66
5060.00 · Bank Fees & Service Charges	261.43	18.00	54.46	0.00	0.00	0.00	333.89
5260.00 · Insurance	3,657.00	442.00	1,806.00	0.00	0.00	0.00	5,905.00
5160.00 · Contributions & Scholarships	5,533.00	0.00	4,600.00	0.00	0.00	0.00	10,133.00
5520.00 · Professional Fees	33,494.65	6,820.51	2,096.70	0.00	0.00	0.00	42,411.86
5360.00 · Meetings	78.30	0.00	0.00	620.00	0.00	0.00	698.30
5500.00 · Printing & Publications	140.39	141.25	147.89	0.00	0.00	0.00	429.53
5400.00 · Miscellaneous	1,372.70	96.00	600.00	0.00	0.00	0.00	2,068.70
5420.00 · Office	976.91	311.66	568.42	0.00	0.00	0.00	1,856.99
5740.00 · Travel	3,043.51	207.93	3,060.37	40.16	0.00	0.00	6,351.97
Total Expense	92,907.05	19,132.87	33,832.79	783.39	62,966.80	0.00	209,622.90
Net Income	-567.83	-11,132.87	1,591.71	-483.39	-62,966.80	2,075.00	-71,484.18

## Kalispell Convention & Visitors Bureau Sales Report 12/1/2016 - 12/31/2016

Event Type: All

Sales Rep: Dawn Jackson

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact Est Actual	Attend	Peak Rooms	Requested Rooms	Contracted Rooms
				Current Status		New/Repeat					

**Status: ALL FUTURE DEFINITE**

Kalispell Convention & Visitors Bureau	2017 MT Pond Hockey-Staff	Sporting Event	Athletic & Sports/Recreation	KCVB Event	1/14/2017 1/22/2017	National Repeat	\$0.00 \$0.00	0	4	28	0	
Kalispell Convention & Visitors Bureau	2017 Spartan-Staff Rooms	Sporting Event	Athletic & Sports/Recreation	KCVB Event	5/2/2017 5/11/2017	International Repeat	\$0.00 \$0.00	0	0	0	0	
Kalispell Convention & Visitors Bureau	2017 Glacier Half Marathon	Sporting Event	Athletic & Sports/Recreation	KCVB Event	6/22/2017 6/25/2017	International New	\$0.00 \$0.00	0	0	0	0	
MT Dept of Agriculture	2017 AFVISA Annual Meeting	Meeting	Agricultural, Commodities, Food/Food Products	Called KCVB	5/15/2017 5/17/2017	National New	\$0.00 \$0.00	40	50	105	0	
Rocky Mountain International	2018 International Roundup	Meeting	Meetings, Convention, Tourism Industry Events	MT Office of Tourism	4/8/2018 4/12/2018	International New	\$0.00 \$0.00	170	180	485	0	
<b>Event Count:</b>								5	210	234	618	0
								\$0.00				\$0.00

**Status: CURRENT DEFINITE**

MT Organic Association	2016 MT Organic Association Annual Meeting	Meeting	Agricultural, Commodities, Food/Food Products	Called KCVB	11/30/2016 12/3/2016	State Repeat	\$0.00 \$0.00	200	20	55	0	
West Shore Visitors Bureau	2017 Flathead Lake Skiing Championships	Sporting Event	Athletic & Sports/Recreation	West Shore Visitor Bureau	12/30/2016 1/1/2017	Regional New	\$0.00 \$0.00	0	0	0	0	
<b>Event Count:</b>								2	200	20	55	0
								\$0.00				\$0.00

**Status: CURRENT LEAD**

**Sales Rep: Dawn Jackson**

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope New/Repeat	Economic Impact Est Actual	Attend	Peak Rooms	Requested Rooms	Contracted Rooms
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**CURRENT LEAD**

Kaiser Frazer Owners Club, International	2020 KFOCI Convention	Social Gathering	Hobby & Vocational	Called KCVB	7/19/2020 7/23/2020	International New	\$0.00 \$0.00	80	40	180	0	
Northwestern Energy	Business & Economic Research's Economic Outlook Seminar Reception	Social Gathering	Utilities	Local referral Lead	2/6/2017 2/6/2017	Local Repeat	\$0.00 \$0.00	52	0	0	0	
<b>Event Count:</b>								2	132	40	180	0
								\$0.00				

**Status: LEADS SENT**

Kalispell Convention & Visitors Bureau	2017 Spartan-Staff Rooms	Sporting Event	Athletic & Sports/Recreation	KCVB Event	5/2/2017 5/11/2017	International Repeat	\$0.00 \$0.00	0	0	0	0	
Northwestern Energy	Business & Economic Research's Economic Outlook Seminar Reception	Social Gathering	Utilities	Local referral Lead	2/6/2017 2/6/2017	Local Repeat	\$0.00 \$0.00	52	0	0	0	
<b>Event Count:</b>								2	52	0	0	0
								\$0.00				

**Status: TURNED ASSIST**

Community Food & Agriculture Coalition	Community Food & Agriculture Coalition Gathering	Social Gathering	Agricultural, Commodities, Food/Food Products	Called KCVB Services Assist	2/4/2017 2/4/2017	Local New	\$0.00 \$0.00	0	30	0	0	
<b>Event Count:</b>								1	0	30	0	0
								\$0.00				

**Status: TURNED DEFINITE**

Kalispell Convention & Visitors Bureau	2017 Spartan-Staff Rooms	Sporting Event	Athletic & Sports/Recreation	KCVB Event	5/2/2017 5/11/2017	International Repeat	\$0.00 \$0.00	0	0	0	0	
<b>Event Count:</b>								1	0	0	0	0
								\$0.00				
<b>Event Count:</b>								13	594	324	853	0
								\$0.00				