

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday – April 15, 2015
3:00 pm – 5:00 pm**

Location: Kalispell Chamber

AGENDA

3:00 pm Meeting Called to Order: Janet Clark, Vice-Chair of the Board

1. 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.

2. Board Action

- a) Approval of minutes from March 11, 2015
- b) TBID financial statements for February, 2015
- c) Approval of FY'16 marketing plan
- d) Approval of nomination for expiring board term currently held by Dan Moderie
- e) Approval of slate of officers to serve May 1, 2015 – April 30, 2016

3. Board Discussion

- a) Dragon Boat venue change update
- b) Other event updates
- c) Group, M&C updates
- d) Marketing updates

5:00 pm Meeting Adjourns

Enclosures: March 11, 2015 minutes
TBID financial statements for February 2015
STR Report
KCVB Updates

For Further Information, Please Contact:

Janet Clark, Board Vice-Chair jc@clarkmontana.com or 406-755-8100
Diane Medler, KCVB Director diane@discoverkalispell.com or 406-758-2808

2015 TBID Board Meeting Schedule (subject to change)

January 14	February 4	March 11	April 15	May 13	June 3
July 1	August 5	September 2	October 7	November 4	December 2

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: Hilton Garden Inn
March 11, 2015
3:00 pm – 5:00 pm

Minutes

Board Members Present: Janet Clark, Vanessa Nordahl, Dan Moderie, Dawn Hendrickson, Karina Bemis, Gib Bissell, Lisa Brown

Board Members Absent: none

Staff Present: Diane Medler, Chris Parson, Dawn Jackson, Vonnie Day

Visitors: Scott Rieke, Matt Hudson (Daily Interlake)

Meeting was called to order by Janet Clark, vice-chair, at 3:04 PM.

1. Hear from the public – none
2. Board Action
 - a. Approve minutes from the February 4, 2015 meeting:
Action: Motion was made by Dan Moderie to approve the minutes. Motion seconded by Gib Bissell.
Discussion: none. Board approved unanimously.
 - b. TBID financial statements for January, 2015:
Action: Motion made by Janet Clark to approve the financials. Motion seconded by Gib Bissell.
Discussion: none. Board approved unanimously.
 - c. Approval of FY'16 marketing plan budget, goals and objectives:
Action: Motion was made by Lisa Brown to approve FY'16 marketing plan budget, goals and objectives. Motion seconded by Gib Bissell.
Discussion: FY'16 goals are similar to FY'15, however 4th signature event has been removed due to decreased revenue projections. CVB is tracking on all FY'15 consumer marketing and event objectives to date. Will continue to focus on promoting signature events. Meeting and Convention objectives remain the same. Dawn will visit each property to become familiar with what is offered. Board discussed generating corporate and local sponsorships to help cover costs of meetings & conventions. There was positive discussion of vinyl wraps in airport baggage area. CVB will not exercise 3rd year option on hosting Montana High School Rodeo Finals. Future contributions to AERO will be in-kind promotions. Reviewed information on primary and emerging markets. Board approved unanimously.
3. Board Discussion
 - a. Pond Hockey recap: 60 teams participated. Unusually warm weather forced relocation of event to Woodland Park. The new location worked well and was preferred by many spectators and players as a venue. The Kalispell City Council turned down CVB request to serve beer at the event. The absence of a beer tent caused a drop in the number spectators and the players left the event site between games to go to a neighboring bar. Vendor sales were negatively affected. The City

Council has invited CVB staff to a work session to discuss beer service at future events. Woodland Park is being considered as a possible venue for the 2016 Pond Hockey Classic.

- b. Dragon Boat venue change update: Approximately 120 attended the Community Meeting in Lakeside on February 24. A final decision on approval of the Conditional Use Permit to hold the Dragon Boat Festival in Lakeside will be made at a Board of Adjustment Hearing, Tuesday, April 7, 6:00 pm at the Earl Bennett Building. Everyone is encouraged to attend the hearing.
- c. Western B Basketball Tournament: good return in room nights. TBID provided \$6,500 in sponsorship with minimal staff time required. CVB will look at bringing in more sporting events.
- d. Press Trip recap: CVB hosted four travel writers February 24-28 who provide extreme outdoor adventure stories for Mountain Magazine, Outside Magazine, Yobeat, Free Skier, ESPN. Although the unusually warm weather affected some of the planned activities, they were able to visit Whitefish Mountain Resort, Blacktail Mountain Resort, Glacier Park and Izaak Walton Inn. Their stories will probably be published next year. CVB also helped host Kurt Repanshek from National Parks Traveler who was in the area to explore winter activities in Glacier National Park. He cross-country skied to Avalanche Lake with Superintendent Jeff Mow, accompanied by the head ranger and a photographer. Montana Department of Tourism provided a staff escort, paid for Kurt's airline ticket and Glacier Country hosted lodging and dinner at Izaak Walton Inn.
- e. Nominations process for 2015 board vacancies and officers: a new slate of officers will be confirmed at the April meeting for a term beginning May 1. Dan Moderie is the only current Board member whose term is expiring. Dan will be eligible to renew his candidacy for Board membership. Notice will be sent to TBID properties in the same size category notifying of the opening in that Board position.
- f. Marketing updates: The Kalispell Visitor Guide is finished. A PDF is available on www.discoverkalispell.com. Staff is working on a presentation for a national conference for June 2016 or 2017. Diane will attend the Calgary Outdoor Adventure Show March 21 – 22.
- g. Due to schedule conflict, the TBID Board meeting is moved to April 15.

Meeting was adjourned at 4:25 PM

Respectfully Submitted: Diane Medler

For Further Information, Please Contact

Diane Medler, CVB Director, diane@discoverkalispell.com or 406-758-2808

Kalispell Tourism Business Improvement District
Summary of Expenditures
April 15, 2015

TBID General Funds – Expense Summary February 2015

Admin:

Rent, Postage, Bookkeeping, Telephone, monthly email hosting fee

Equipment: Adobe subscription

Travel & Entertainment: Dawn Jackson Governor's Conf registration; misc mileage

Consumer Marketing: trade show booth table covering and ipad anti-theft case; Calgary Outdoor Show electricity; visitor guide

Events: CUP permit fees for DB; TGO filming; sponsorship for Archery tournament; Western B Basketball

Publicity: Press trip expenses

KCVB Event Funds - Summary February 2015

Dragon Boat: (2015 - \$25,000 TBID)

Balance forward from 2014: (\$407.57)

Income - \$750.00

Expenses: \$594.83

Balance – (\$252.40)

Rodeo 2015: (2015 - \$30,000 TBID)

Balance forward from 2014: (\$158.53)

Income - \$0

Expenses - \$1716.38

Balance – (\$1716.38)

Spartan 2015: (2015 - \$25,000 TBID)

Balance forward from 2014: \$2,276.64

Income - 0

Expenses - 0

Pond 2015: (2015 - \$25,000 TBID)

Balance forward from 2014: \$37,424.34

Income – \$16,300.00

Expenses - \$22,592.04

Balance - \$16,159.33

Tourism Business Improvement District
Balance Sheet
As of February 28, 2015

	Feb 28, 15
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	247,005.18
Total Checking/Savings	247,005.18
Total Current Assets	247,005.18
Fixed Assets	
1710 · Office Equipment	3,954.84
1820 · Web Site Development	25,230.44
Total Fixed Assets	29,185.28
TOTAL ASSETS	<u>276,190.46</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	14,354.00
Total Accounts Payable	14,354.00
Total Current Liabilities	14,354.00
Total Liabilities	14,354.00
Equity	
32000 · Unrestricted Net Assets	185,015.10
Net Income	76,821.36
Total Equity	261,836.46
TOTAL LIABILITIES & EQUITY	<u>276,190.46</u>

10:20 AM

03/19/15

Accrual Basis

Tourism Business Improvement District
Profit & Loss Budget vs. Actual
 July 2014 through February 2015

	Jul '14 - Fe...	Budget	\$ Over Bud...	% of Budget
Income				
4000 · TBID Revenue	455,864.00	550,000.00	-94,136.00	82.9%
4100 · Interest Income	63.26			
Total Income	455,927.26	550,000.00	-94,072.74	82.9%
Expense				
5000 · Staffing	146,877.23	190,400.00	-43,522.77	77.1%
5100 · Administrative	21,293.06	28,650.00	-7,356.94	74.3%
5200 · Research & Education	12,600.00	10,500.00	2,100.00	120.0%
5250 · Web Site	11,136.20	21,500.00	-10,363.80	51.8%
5400 · Consumer Marketing	55,477.34	91,950.00	-36,472.66	60.3%
5500 · Event Marketing	72,987.90	130,000.00	-57,012.10	56.1%
5550 · Meetings & Conventions	12,545.62	36,000.00	-23,454.38	34.8%
5650 · Publicity	35,688.43	41,000.00	-5,311.57	87.0%
5700 · Publications	400.00			
6000 · Prior Fiscal Year Expense	10,100.12			
Total Expense	379,105.90	550,000.00	-170,894.10	68.9%
Net Income	76,821.36	0.00	76,821.36	100.0%

Tourism Business Improvement District

Profit & Loss

February 2015

03/19/15

Accrual Basis

	Feb 15	Jul '14 - Feb 15
Income		
4000 · TBID Revenue	100,382.00	455,864.00
4100 · Interest Income	8.99	63.26
Total Income	100,390.99	455,927.26
Expense		
5000 · Staffing		
5040 · Contract Labor	3,700.00	10,700.00
5010 · Director	6,442.47	63,824.78
5020 · Sales Manager	150.00	42,483.55
5030 · Admin Assistant	3,159.73	29,868.90
Total 5000 · Staffing	13,452.20	146,877.23
5100 · Administrative		
5350 · City of Kalispell Admin Fee	0.00	5,435.00
5110 · Bank Fees	-35.83	21.93
5120 · Audit	0.00	2,000.00
5125 · Bookkeeping	166.25	1,627.50
5140 · Office Supplies	97.49	2,688.00
5150 · Postage & Copies	0.00	201.16
5160 · Rent	700.00	5,195.00
5165 · Storage Unit	0.00	360.00
5180 · Telephone	211.91	2,123.13
5185 · Travel & Entertainment	157.37	1,124.60
5190 · Technology Support	40.00	404.00
5195 · Equipment (Software)	23.88	23.88
5199 · Employee Search Exp	0.00	88.86
Total 5100 · Administrative	1,361.07	21,293.06
5200 · Research & Education		
5230 · Organizational Memberships	0.00	7,100.00
5210 · Smith Travel Reports	0.00	5,500.00
Total 5200 · Research & Education	0.00	12,600.00
5250 · Web Site		
5270 · Maintenance & Enhancements	0.00	6,999.20
5280 · SEO & SEM	0.00	4,137.00
Total 5250 · Web Site	0.00	11,136.20
5400 · Consumer Marketing		
5405 · Photo and Video Library	0.00	550.00
5420 · E-Marketing	0.00	4,916.08
5430 · Social Media Admin & Adv	-212.50	988.14
5440 · Creative Services	0.00	12,806.95
5450 · Media Buy Online	0.00	29,581.56
5460 · Travel Show Attendance	104.91	1,582.68
5470 · Trade Show Booth	195.59	222.03
5480 · Airport VIC Kiosk	50.00	400.00
5496 · Visitor Guide & Niche Brochures	0.00	1,879.90
5400 · Consumer Marketing - Other	0.00	2,550.00
Total 5400 · Consumer Marketing	138.00	55,477.34
5500 · Event Marketing		
5501 · Dragon Boat	925.00	26,000.00
5509 · Pond Hockey	0.00	25,000.00
5511 · Western B Basketball	492.00	492.00
5549 · Other Event Marketing	1,978.40	21,495.90
Total 5500 · Event Marketing	3,395.40	72,987.90
5550 · Meetings & Conventions		
5565 · Trade Show, FAM Trips	0.00	5,219.33

10:19 AM
03/19/15
Accrual Basis

Tourism Business Improvement District
Profit & Loss
February 2015

	Feb 15	Jul '14 - Feb 15
5567 · Meeting Planner FAM	0.00	2,000.00
5570 · Incentive Program	0.00	4,048.34
5574 · M&C Guide	0.00	277.95
5583 · Customer Relationship Mgmt Syst	0.00	1,000.00
Total 5550 · Meetings & Conventions	0.00	12,545.62
5650 · Publicity		
5660 · Travel Media FAM	2,631.40	12,661.73
5665 · Press Releases	0.00	17,923.70
5680 · Kalispell Merchandise	0.00	103.00
5690 · Airline Subsidies	0.00	5,000.00
Total 5650 · Publicity	2,631.40	35,688.43
5700 · Publications		
5710 · Visitor Guide	400.00	400.00
Total 5700 · Publications	400.00	400.00
6000 · Prior Fiscal Year Expense	0.00	10,100.12
Total Expense	21,378.07	379,105.90
Net Income	<u>79,012.92</u>	<u>76,821.36</u>

KALISPELL CONVENTION & VISITOR'S BUREAU
 EVENT BALANCES
 Accrual Basis

	DRAGON BOAT	POND HOCKEY	SPARTAN RACE	MT HS RODEO	WAYFINDING	TOTAL
2014 Balance Forward	(407.57)	37,424.34	2,276.64	(158.53)	50,000.00	89,134.88
January 2015	425.00	1,327.03	0.00	(628.38)	13,100.00	14,223.65
February 2015	(269.83)	(22,592.04)	0.00	(1,088.00)	0.00	(23,949.87)
EVENT BALANCES	(252.40)	16,159.33	2,276.64	(1,874.91)	63,100.00	79,408.66

Kalispell Chamber of Commerce
KCVB P&L by Class
January through February 2015

	Dragon <u>Boat</u>	Pond <u>Hockey</u>	<u>HS Rodeo</u>	Wayfinding <u>Grant</u>	<u>TOTAL</u>
Ordinary Income/Expense					
Income					
4400.00 · Grants	0.00	0.00	0.00	13,100.00	13,100.00
4700.00 · Registrations	750.00	11,800.00	0.00	0.00	12,550.00
4850.00 · Sponsors	0.00	4,500.00	0.00	0.00	4,500.00
4925.00 · Vendor Fee	0.00	0.00	0.00	0.00	0.00
Total Income	<u>750.00</u>	<u>16,300.00</u>	<u>0.00</u>	<u>13,100.00</u>	<u>30,150.00</u>
Expense					
5010.00 · Advertising & Marketing	252.00	5,281.63	0.00	0.00	5,533.63
5020.00 · Apparel	0.00	585.00	0.00	0.00	585.00
5060.00 · Bank & Credit Card Fees	0.00	39.90	0.00	0.00	39.90
5140.00 · Contract Labor	0.00	1,053.11	0.00	0.00	1,053.11
5260.00 · Insurance	0.00	1,173.38	840.00	0.00	2,013.38
5320.00 · Leased Equipment/Space	0.00	13,155.22	248.00	0.00	13,403.22
5360.00 · Meetings	25.00	0.00	0.00	0.00	25.00
5380.00 · Meals (Staff/Volunteers)	0.00	296.42	0.00	0.00	296.42
5420.00 · Office	0.00	388.90	0.00	0.00	388.90
5460.00 · Permits & Fees	300.00	3,278.00	0.00	0.00	3,578.00
5520.00 · Professional Services	0.00	6,386.50	0.00	0.00	6,386.50
5580.00 · Research & Surveys	0.00	350.00	0.00	0.00	350.00
5670.00 · Supplies	0.00	625.71	0.00	0.00	625.71
5720.00 · Transportation	0.00	3,505.00	0.00	0.00	3,505.00
5740.00 · Travel/Mileage	17.83	1,446.24	448.50	0.00	1,912.57
5780.00 · Web Site	0.00	0.00	179.88	0.00	179.88
Total Expense	<u>594.83</u>	<u>37,565.01</u>	<u>1,716.38</u>	<u>0.00</u>	<u>39,876.22</u>
Net Ordinary Income	<u>155.17</u>	<u>-21,265.01</u>	<u>-1,716.38</u>	<u>13,100.00</u>	<u>-9,726.22</u>
Net Income	<u><u>155.17</u></u>	<u><u>-21,265.01</u></u>	<u><u>-1,716.38</u></u>	<u><u>13,100.00</u></u>	<u><u>-9,726.22</u></u>

Dawn Jackson
Group Sales Manager
March 16-April 15 2016

Completed a property tours for all TBID hotels except Blue & White & Glacier Ridge Suites-will complete those by the end of the month and revisit every 6 months.

Event site tours-Hockaday and Conrad Mansion

Meeting Focus Fam Trip scheduled for May 5 & 6 in conjunction with Glacier Country, Destination Missoula and Whitefish CVB. Working on the confirmations. See attached Itinerary.

Working with Clan McDonald May site tour for business in September 2016.

Putting together a Kalispell Sales Group to meet either monthly, bi monthly or quarterly. Goal is to use this as an educational opportunity, discuss current meeting trends, updates given by each member and socialize and get to know other hoteliers in our area to use as a resource. Will hold 2 meetings the first time to accommodate the group, April 23 and 24.

Created RFP Template to send out to ALL properties.

Researching databases for KCVB use.

Working with CVENT as our lead generator for the website. Diane and I were able to get them to change the metro area. In the past the planner saw our region as Missoula, changed to Missoula/Glacier Park Region. Will better help planners identify.

Submitted information to Smart Meetings for a June issue that includes Montana, Wyoming, Idaho/

Proposals submitted:

Clan Donald-September 2016

EANGMT-Enlisted Association of National Guard of Montana for April 2016

POMA-Professional Outdoor Media Association-Awarded to Kalispell for June 2016. Will work with them confirming details.

Governors Conference Follow up

Wild Fest opportunity with the MT Wilderness Association-September event in 2018

Pat Doyle-possible organizational partnerships with MT Fish Wildlife & Parks-Parks Division

Tab 4 - Multi-Segment

Kaispell Area CVB

For the month of February 2015

Currency: USD - US Dollar

	Current Month - February 2015 vs February 2014												Year to Date - February 2015 vs February 2014												Participation			
	Occ %		ADR		RevPAR		Percent Change from February 2014				Occ %		ADR		RevPAR		Percent Change from YTD 2014				Properties		Rooms					
	2015	2014	2015	2014	2015	2014	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2015	2014	2015	2014	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample		
Kaispell, MT+	41.4	38.8	76.49	76.89	31.63	29.84	6.6	-0.5	6.0	6.1	0.1	6.6	37.0	34.4	76.17	76.19	28.18	26.17	7.7	-0.0	7.7	7.7	0.1	7.8	20	16	1658	1501
Missoula, MT+	44.0	42.8	77.43	75.42	34.04	32.32	2.6	2.7	5.3	8.2	2.8	5.4	40.5	38.4	76.16	74.12	30.81	28.43	5.5	2.8	8.4	11.4	2.8	8.4	42	26	3193	2320
Butte, MT+	40.0	40.1	81.82	80.45	32.75	32.25	-0.1	1.7	1.5	1.5	0.0	-0.1	35.7	34.9	80.26	78.57	28.69	27.43	2.4	2.1	4.6	4.6	0.0	2.4	14	10	1250	973
Bozeman, MT+	55.6	50.7	80.73	79.18	44.87	40.11	9.7	2.0	11.9	15.9	3.6	13.6	51.0	48.1	79.40	77.67	40.51	37.33	6.1	2.2	8.5	12.4	3.6	9.9	29	17	2228	1572
Whitefish, MT+																												
Rapid City, SD	46.3	48.3	70.10	69.24	32.48	33.41	-4.0	1.2	-2.8	-2.6	0.2	-3.8	38.3	39.5	67.16	66.16	25.71	26.13	-3.1	1.5	-1.6	-0.5	1.2	-1.9	13	2	710	222
Park City, UT+	59.2	57.4	425.17	413.09	251.60	237.28	3.0	2.9	6.0	6.0	0.0	3.0	55.2	54.4	441.85	425.10	243.80	231.47	1.3	3.9	5.3	5.4	0.0	1.4	68	36	5177	3831
Helena/Great Falls, MT	55.6	48.2	81.64	83.23	45.39	40.10	15.4	-1.9	13.2	13.1	-0.1	15.4	50.7	45.1	80.30	82.54	40.72	37.27	12.3	-2.7	9.3	9.2	-0.1	12.3	34	15	3846	2323
Coeur D'Alene, ID+	43.6	39.6	96.22	100.42	41.93	39.79	10.0	-4.2	5.4	5.4	0.0	10.0	37.9	34.2	95.96	97.13	36.41	33.19	11.0	-1.2	9.7	9.7	0.0	11.0	21	13	1762	1503
Sandpoint, ID+	40.2	40.8	80.30	80.88	32.32	33.03	-1.5	-0.7	-2.2	-2.2	0.0	-1.5	37.1	37.5	78.70	78.74	29.22	29.54	-1.0	-0.1	-1.1	-1.1	0.0	-1.0	8	4	396	244
Bend, OR+	58.4	50.2	99.91	97.52	58.32	48.98	16.2	2.5	19.1	24.0	4.2	21.1	54.2	46.6	98.53	95.95	53.43	44.71	16.4	2.7	19.5	24.5	4.2	21.2	38	20	2842	1671
Spokane, WA+	56.7	51.4	93.62	87.30	53.06	44.86	10.3	7.2	18.3	18.3	0.0	10.3	49.3	46.1	90.54	85.37	44.80	39.32	6.9	6.1	13.4	13.4	0.0	7.0	54	35	5623	4855
Billings, MT+	54.9	57.7	87.85	86.26	48.20	49.75	-4.9	1.8	-3.1	5.0	8.4	3.1	49.0	50.1	86.88	84.48	42.61	42.29	-2.0	2.8	0.7	9.2	8.4	6.2	50	33	4494	3801
Economy Class+	29.6	29.3	51.69	51.14	15.28	15.00	0.8	1.1	1.9	2.0	0.1	0.9	26.5	26.2	51.34	51.21	13.62	13.41	1.3	0.3	1.5	1.7	0.1	1.4	10	7	774	623
Mid/Upper Upscale Class+	53.6	47.5	88.14	89.82	47.22	42.69	12.7	-1.9	10.6	10.6	0.0	12.7	47.7	42.1	87.50	88.61	41.74	37.31	13.3	-1.2	11.9	11.9	0.0	13.3	6	5	531	525

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