

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Kalispell Chamber of Commerce
July 11, 2012**

Minutes

Board Members Present: Janet Clark, Angie Bowman, Lisa Brown, Lori Fisher, Gib Bissell

Board Members Absent: Chris Walters, Dan Moderie

Staff Present: Joe Unterreiner, Diane Medler, Rob Brisendine

Guests Present: Doug Russell, Kalispell City Manager

Meeting was called to order by Janet Clark, Chairman of the Board at 3:05 PM.

1. Hear from the public – None
2. Board Action
 - a. Approve Minutes from the June 13, 2012 Meeting: Discussion: none
Action: Motion was made by Lisa Brown to approve the minutes of the June 13, 2012 meeting. Motion seconded by Gib Bissell. Board approved unanimously.
 - b. TBID financial statements: Discussion - None
Action: Motion was made by Lori Fisher to approve the financial statements. Motion seconded by Lisa Brown. Board approved unanimously.
3. Board Discussion
 - a. Dragon Boat update: The Flathead Community Foundation is holding a sign up event at Snappy's on July 21st. Snappy's purchased one of the practice boats, Flathead Lake Brewing Company is interested in purchasing the other. Press conference scheduled for July 19th at Flathead Lake Lodge, regional media is invited and the Whitefish Credit Union team will be practicing in water. Coaches clinic was held July 5th, Penny Behling with Dynamic Dragon Boats to direct the clinic, approximately 35 people participated. The Kalispell team did well in the Lethbridge Dragon Boat Festival gaining significant exposure for our festival and generated three new team registrations from Lethbridge thus far. Montana Dragon Boat Festival was front page news in the July 9th Lethbridge Herald.
 - b. Spartan Race: Race date is May 11-12, 2013. Tom McCormack with Spartan Inc. was in the area for a site visit the week of June 18th. He visited three potential race sites and was introduced to the Flathead Valley. Based on several criteria Spartan has selected Averill's land near the Flathead Lake Lodge as the top pick for the race site. A contract will be drawn by Spartan and user fees negotiated. Rob and Diane will plan activities pre and post the race in Kalispell and promote Kalispell lodging packages to out of area race participants. The TBID hotels are requested to submit special Spartan packages and rates.
 - c. Trip Advisor banner ads: Diane has created a sell sheet to promote subscriptions to the lower right banner spot on the Kalispell Trip Advisor page. The 300x250 spot is priced at \$1,025 for a 12 month subscription, \$850 for 6 months prime season and \$650 for 6 months during the value season. Chamber member businesses (excluding lodging properties) will be approached to purchase the banner space. The revenue to go to offset the TBID subscription costs to Trip Advisor.

- d. Packages: Diane demonstrated the traffic that the packages page receives on discoverkalispell.com and encouraged TBID properties to submit packages, particularly geared around upcoming events such as Dragon Boat and Spartan. An email will be sent to all TBID members.
- e. DMAI Showcase Chicago:
- f. Fall/Winter Show Schedule: The CVB is planning the following shows during FY'13: Calgary Women's Show October 26-28, 2012; Winter Ice Fishing and sports show in St. Paul November 29-30, 2012; Travel & Adventure Show in Bay Area February 16-17, 2013. Considering a spring show in Calgary and meeting planner shows.
- g. Board meeting schedule: The group discussed availability for the August, September and October meetings and decided to cancel August, meet at the Flathead Lake Lodge September 5th to assist with Dragon Boat festival set up and participate in a practice session. October's meeting will be moved to the 10th due to TAC meeting conflict on October 3rd.

4. KCVB Updates

Meeting was adjourned by Janet Clark at 4:12 PM

Respectfully Submitted: Diane Medler

For Further Information, Please Contact

Janet Clark, Board Chairman, jc@clarkmontana.com or 406-261-0027

Diane Medler, CVB Director, dianem@kalispellchamber.com or 406-758-2808

2012 Board Meeting Schedule - Kalispell Chamber Conference Room at 3:00 Pm

No January Meeting	February 1	March 7	April 4	May 2	June 13
July 11	August 8	September 5	October 3	November 7	December 5

Kalispell Tourism Business Improvement District
Summary of Expenditures
August 1, 2012

Profit and Loss Statement June 2012:

Consumer Marketing - \$548.26: 2nd deposit for Calgary Women's show FY'13; Facebook administration; stocking of airport

Event Marketing – \$3,345.56: Dragon Boat - Lethbridge radio advertising; festival t-shirt design; fortune cookies for promo events; miscellaneous event promotion expenses. Spartan – promotional postcards; site visit expenses.

Group Marketing - \$4,257.11: Design and printing of hotel inserts for M&C folders; Chicago DMAI show expenses

Public Relations - \$96.56: Kalispell branded polo shirts for staff

(accrual basis)	TBID FY 2012												Actual	Budget	
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12			
ASSETS															
Cash on Hand	\$ 94,251.69	\$ 78,659.67	\$ 115,596.23	\$ 96,121.41	\$ 62,317.17	\$ 157,756.98	\$ 125,373.36	\$ 105,642.00	\$ 113,853.54	\$ 93,642.35	\$ 71,166.59	\$ 87,511.42	\$ 279,211.50	\$ 287,000.00	
TBID Quarterly Collections	\$ -	\$ 62,819.25	\$ -	\$ -	\$ 117,711.25	\$ -	\$ -	\$ 50,736.25	\$ -	\$ 4,289.95	\$ 47,944.75	\$ -	\$ 4,289.95	\$ -	
Event Income	\$ 7.13	\$ 12.08	\$ 21.45	\$ 12.37	\$ 23.00	\$ 22.91	\$ 18.59	\$ 14.26	\$ 15.97	\$ 10.25	\$ 8.49	\$ 8.81	\$ 175.31	\$ -	
Interest Income	\$ 7.13	\$ 62,831.33	\$ 21.45	\$ 12.37	\$ 117,734.25	\$ 22.91	\$ 18.59	\$ 50,750.51	\$ 15.97	\$ 4,300.20	\$ 47,953.24	\$ 8.81	\$ 283,676.76	\$ -	
Total Cash Receipts	\$ 14.26	\$ 62,843.41	\$ 42.90	\$ 24.74	\$ 117,757.25	\$ 45.82	\$ 37.18	\$ 101,486.76	\$ 31.94	\$ 4,310.45	\$ 56,902.49	\$ 116.62	\$ 287,966.42	\$ -	
Total Cash Available	\$ 108.45	\$ 141,491.00	\$ 157,639.13	\$ 118,145.78	\$ 180,074.42	\$ 157,781.89	\$ 125,391.95	\$ 156,392.51	\$ 113,869.51	\$ 97,942.55	\$ 119,119.83	\$ 87,520.23	\$ 279,211.50	\$ 287,000.00	
LIABILITIES & EQUITY															
Starfing - Program Mgr & Sales Mgr	\$ 4,314.56	\$ 4,741.13	\$ 9,188.40	\$ 9,197.22	\$ 9,181.38	\$ 11,556.24	\$ 9,352.26	\$ 9,330.46	\$ 10,942.84	\$ 10,667.83	\$ 10,667.83	\$ 10,654.83	\$ 109,794.98	\$ 123,200.00	
Bank Fees	\$ 2.25	\$ 2.57	\$ 2.55	\$ 2.70	\$ 2.95	\$ 1.80	\$ 3.07	\$ 3.10	\$ 3.22	\$ 3.17	\$ 5.17	\$ 3.15	\$ 5,976.00	\$ 5,000.00	
Rent	\$ 498.00	\$ 498.00	\$ 498.00	\$ 496.00	\$ 498.00	\$ 496.00	\$ 498.00	\$ 498.00	\$ 498.00	\$ 498.00	\$ 498.00	\$ 498.00	\$ 2,432.34	\$ 2,400.00	
Telephone	\$ 162.88	\$ 420.35	\$ 213.08	\$ 180.58	\$ 203.09	\$ 163.76	\$ 159.77	\$ 220.45	\$ 163.86	\$ 209.97	\$ 181.33	\$ 153.22	\$ 2,432.34	\$ 2,400.00	
Office Supplies	\$ 192.96	\$ 61.29	\$ 42.94	\$ 29.00	\$ 50.00	\$ 59.43	\$ 22.14	\$ -	\$ 189.89	\$ -	\$ -	\$ 230.00	\$ 877.65	\$ 600.00	
Postage & Copies	\$ 43.03	\$ 71.55	\$ 198.73	\$ 308.67	\$ 128.58	\$ 251.75	\$ 282.48	\$ 120.79	\$ 472.46	\$ 371.13	\$ 376.60	\$ 260.93	\$ 2,866.70	\$ 2,400.00	
Audit	\$ -	\$ -	\$ -	\$ 105.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 157.50	\$ 105.00	\$ 6,000.00	
Bookkeeping	\$ 192.50	\$ 140.00	\$ 157.50	\$ 175.00	\$ 210.00	\$ 183.75	\$ 210.00	\$ 218.75	\$ 183.75	\$ 210.00	\$ 157.50	\$ 140.00	\$ 2,178.75	\$ 2,400.00	
Tax Prep	\$ -	\$ -	\$ -	\$ -	\$ 2,942.78	\$ -	\$ -	\$ 505.44	\$ -	\$ -	\$ -	\$ -	\$ 5,000.00	\$ 200.00	
City of Kaiserl Admin Fee	\$ -	\$ 1,551.78	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 7,333.83	\$ -	
Employee Search/moving expenses	\$ 128.79	\$ 49.53	\$ 565.80	\$ 68.20	\$ 64.86	\$ 166.45	\$ 248.35	\$ 153.00	\$ 211.05	\$ 351.61	\$ 38.93	\$ -	\$ 2,046.57	\$ 1,500.00	
Travel and entertainment	\$ 80.00	\$ -	\$ 60.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 30.00	\$ -	\$ 170.00	\$ 500.00	
Technology support	\$ 45.00	\$ 129.95	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 174.95	\$ 750.00	
Equipment & software	\$ -	\$ 225.00	\$ 5,300.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,525.00	\$ 5,050.00	
Research and Education	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 12,000.00	
Website	\$ 1,237.50	\$ 356.25	\$ 78.56	\$ -	\$ -	\$ 1,042.00	\$ -	\$ -	\$ -	\$ -	\$ 1,293.75	\$ -	\$ 6,015.06	\$ -	
maintenance & enhancements	\$ 750.00	\$ 1,484.11	\$ -	\$ 1,580.69	\$ -	\$ 1,832.75	\$ -	\$ 2,001.50	\$ 639.10	\$ -	\$ 1,267.00	\$ -	\$ 8,288.15	\$ -	
SEO & SEM	\$ -	\$ -	\$ -	\$ -	\$ 3,344.00	\$ 484.00	\$ 30.00	\$ 6,239.00	\$ -	\$ -	\$ -	\$ -	\$ 11,364.00	\$ 14,000.00	
Publications	\$ -	\$ -	\$ -	\$ -	\$ 649.80	\$ 7,437.00	\$ 1,314.30	\$ 8,831.82	\$ 752.83	\$ (1.30)	\$ 1,307.25	\$ 548.26	\$ 42,532.43	\$ 50,000.00	
Consumer Marketing	\$ 1,707.75	\$ 4,029.24	\$ 974.19	\$ 14,981.19	\$ 1,221.10	\$ 3,326.00	\$ 2,889.48	\$ 7,625.41	\$ 2,351.41	\$ 6,162.95	\$ (2,848.51)	\$ 3,345.56	\$ 27,815.64	\$ 45,000.00	
Event Sponsorship/Marketing	\$ -	\$ -	\$ 75.00	\$ 3,658.24	\$ 1,221.10	\$ 3,326.00	\$ 2,889.48	\$ 7,625.41	\$ 2,351.41	\$ 6,162.95	\$ (2,848.51)	\$ 3,345.56	\$ 47,371.91	\$ 48,000.00	
Group Marketing	\$ -	\$ 38.95	\$ 699.62	\$ 197.92	\$ 1,295.80	\$ 4,868.40	\$ 4,725.10	\$ 4,578.00	\$ 3,583.75	\$ 5,396.20	\$ 17,721.06	\$ 4,257.11	\$ 47,371.91	\$ 48,000.00	
Public Relations/Publicity	\$ -	\$ 5,186.75	\$ 312.96	\$ 2,967.50	\$ 2,500.00	\$ 1,100.22	\$ 25.00	\$ -	\$ -	\$ 906.40	\$ 200.00	\$ 96.56	\$ 13,295.39	\$ 13,000.00	
Prior Fiscal Year Expenses	\$ 6,243.93	\$ (425.07)	\$ 1,128.94	\$ (133.30)	\$ -	\$ (562.02)	\$ -	\$ 206.25	\$ 225.00	\$ 2,000.00	\$ 712.50	\$ -	\$ 9,396.29	\$ -	
Sub-total	\$ 15,569.15	\$ 25,894.77	\$ 19,496.27	\$ 33,816.61	\$ 22,292.44	\$ 32,408.53	\$ 19,749.95	\$ 42,538.97	\$ 20,227.16	\$ 26,775.96	\$ 31,608.41	\$ 20,187.62	\$ 310,595.84	\$ 337,000.00	
Total Cash Paid Out	\$ 15,569.15	\$ 25,894.77	\$ 19,496.27	\$ 33,816.61	\$ 22,292.44	\$ 32,408.53	\$ 19,749.95	\$ 42,538.97	\$ 20,227.16	\$ 26,775.96	\$ 31,608.41	\$ 20,187.62	\$ 310,595.84	\$ 337,000.00	
Current Assets	\$ 78,659.67	\$ 115,596.23	\$ 96,121.41	\$ 62,317.17	\$ 157,756.98	\$ 125,373.36	\$ 105,642.00	\$ 113,853.54	\$ 93,642.35	\$ 71,166.59	\$ 87,511.42	\$ 67,332.61	\$ 279,211.50	\$ 287,000.00	

Tourism Business Improvement District
Balance Sheet
As of June 30, 2012

	<u>Jun 30, 12</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	82,770.84
Total Checking/Savings	<u>82,770.84</u>
Total Current Assets	82,770.84
Fixed Assets	
1710 · Office Equipment	1,839.87
1820 · Web Site Development	25,230.44
Total Fixed Assets	<u>27,070.31</u>
TOTAL ASSETS	<u>109,841.15</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	17,018.98
Total Accounts Payable	<u>17,018.98</u>
Total Current Liabilities	<u>17,018.98</u>
Total Liabilities	17,018.98
Equity	
32000 · Unrestricted Net Assets	119,482.13
Net Income	<u>-26,659.96</u>
Total Equity	<u>92,822.17</u>
TOTAL LIABILITIES & EQUITY	<u>109,841.15</u>

Tourism Business Improvement District
Profit & Loss
June 2012

	Jun 12	Jul '11 - Jun 12
Income		
4000 · TBID Revenue	0.00	279,211.50
4100 · Interest Income	8.81	175.31
Total Income	8.81	279,386.81
Expense		
5000 · Staffing		
5010 · Wages	8,916.68	90,817.38
5020 · Benefits	1,738.15	18,977.60
Total 5000 · Staffing	10,654.83	109,794.98
5100 · Administrative		
5350 · City of Kalispell Admin Fee	0.00	5,000.00
5110 · Bank Fees	3.15	35.70
5120 · Audit	0.00	105.00
5125 · Bookkeeping	140.00	2,178.75
5140 · Office Supplies	230.00	827.65
5150 · Postage & Copies	260.93	2,636.78
5160 · Rent	498.00	5,976.00
5180 · Telephone	153.22	2,432.34
5185 · Travel Expenses	0.00	2,046.57
5190 · Technology Support	0.00	170.00
5195 · Equipment (Software)	0.00	174.95
5199 · Employee Search Exp	0.00	7,333.33
Total 5100 · Administrative	1,285.30	28,917.07
5200 · Research & Education		
5210 · Smith Travel Reports	0.00	4,800.00
5220 · Training & Education	0.00	275.00
Total 5200 · Research & Education	0.00	5,075.00
5250 · Web Site		
5260 · Development	0.00	600.00
5270 · Maintenance	0.00	5,415.06
5280 · SEO & SEM	0.00	8,288.15
Total 5250 · Web Site	0.00	14,303.21
5400 · Consumer Marketing		
5410 · Kalispell Promotional Video	0.00	3,112.80
5430 · Social Media	65.00	3,339.90
5440 · Other Media	0.00	3,752.50
5450 · Online Advertising	0.00	24,995.96
5460 · Travel Shows	433.26	5,788.86
5470 · Trade Show Booth	0.00	2,579.91
5490 · Stock Airport VIC	50.00	700.00
Total 5400 · Consumer Marketing	548.26	44,269.93
5500 · Event Marketing		
5501 · Dragon Boat		
5501.1 · Advertising/PR	730.00	4,155.99
5501.9 · Other Dragon Boat	2,307.36	15,334.49
Total 5501 · Dragon Boat	3,037.36	19,490.48
5502 · Spartan Event	240.35	1,955.95
5549 · Other Event Marketing	67.85	2,079.26
Total 5500 · Event Marketing	3,345.56	23,525.69
5550 · Group Marketing		
5560 · Publications	3,297.48	8,208.02
5565 · Trade Show, FAM Trips		
5565.1 · FAM Trips	0.00	20.65
5565.2 · Denver Show	0.00	6,390.55
5565.3 · Anaheim Show	0.00	6,288.00
5565.4 · Chicago	0.00	5,408.60
Total 5565 · Trade Show, FAM Trips	0.00	18,107.80

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Accrual Basis

Tourism Business Improvement District
Profit & Loss
June 2012

	<u>Jun 12</u>	<u>Jul '11 - Jun 12</u>
5570 · Incentive Program	0.00	4,700.00
5575 · Online Advertising	18.75	6,017.25
5580 · Meeting Planner	162.50	5,520.12
5585 · Sales Calls	778.38	2,883.30
5590 · Other	0.00	197.92
Total 5550 · Group Marketing	4,257.11	45,634.41
5650 · Public Relations		
5660 · Travel Writers/Press Releases/	0.00	25.00
5665 · Press Releases	0.00	4,989.00
5670 · Photography	0.00	2,954.00
5680 · Kalispell Merchandise	96.56	1,941.89
5650 · Public Relations - Other	0.00	3,385.50
Total 5650 · Public Relations	96.56	13,295.39
5700 · Publications		
5710 · Visitor Guide	0.00	9,613.00
5790 · Other Publications	0.00	1,751.00
Total 5700 · Publications	0.00	11,364.00
6000 · Prior Fiscal Year Expense	0.00	9,867.09
Total Expense	20,187.62	306,046.77
Net Income	-20,178.81	-26,659.96

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Accrual Basis

Tourism Business Improvement District
Profit & Loss Budget vs. Actual
 July 2011 through June 2012

	<u>Jul '11 - Jun 12</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Income				
4000 · TBID Revenue	279,211.50	337,000.00	-57,788.50	82.9%
4100 · Interest Income	175.31			
Total Income	<u>279,386.81</u>	<u>337,000.00</u>	<u>-57,613.19</u>	<u>82.9%</u>
Expense				
5000 · Staffing	109,794.98	123,200.00	-13,405.02	89.1%
5100 · Administrative	28,917.07	26,750.00	2,167.07	108.1%
5200 · Research & Education	5,075.00	5,050.00	25.00	100.5%
5250 · Web Site	14,303.21	12,000.00	2,303.21	119.2%
5400 · Consumer Marketing	44,269.93	50,000.00	-5,730.07	88.5%
5500 · Event Marketing	23,525.69	45,000.00	-21,474.31	52.3%
5550 · Group Marketing	45,634.41	48,000.00	-2,365.59	95.1%
5650 · Public Relations	13,295.39	13,000.00	295.39	102.3%
5700 · Publications	11,364.00	14,000.00	-2,636.00	81.2%
6000 · Prior Fiscal Year Expense	9,867.09			
Total Expense	<u>306,046.77</u>	<u>337,000.00</u>	<u>-30,953.23</u>	<u>90.8%</u>
Net Income	<u><u>-26,659.96</u></u>	<u><u>0.00</u></u>	<u><u>-26,659.96</u></u>	<u><u>100.0%</u></u>