

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday – July 6, 2011
3:00 pm – 5:00 pm**

Location: Kalispell Chamber of Commerce

AGENDA

3:00 pm Meeting Called to Order: Gib Bissell, Chairman 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) Election of board trustee
- b) Approval of minutes: June 1, 2011 board meeting
- c) TBID financial statement as of 05/31/2011

3. Board Discussion

- a) TBID quarterly payment form and policy revisions
- b) Sales Manager and Visitor Center hiring updates
- c) Wrestling Tournament bid recap
- d) Wayfinding proposal
- e) Website update

4. KCVB Updates

5:00 pm Meeting Adjourns

Enclosures: June 1, 2011 minutes
June 29, 2011 officer meeting minutes
TBID financial statements
TBID General Payment Instructions
Wayfinding study agreement
KCVB monthly report

For Further Information, Please Contact:

Gib Bissell, Board Chairman gib@aeroinn.com or 406-755-3798
Diane Medler, KCVB Director dianem@kalispellchamber.com or 406-758-2808

TBID Board Meeting Schedule for 2011

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

Note: Agenda items may be rearranged. Public comment is welcome on all items

Kalispell Tourism Business Improvement District
Board Attendance

2010

	Jun 16	Jul 7	Jul 16	Jul 21	Aug 18	Sep 1	Oct 13	Nov 10	Dec 8
Bissell, Gib	~	X	X	~	X	X	X	X	X
Clark, Janet	X	~	X	X	X	X	X	X	X
Fisher, Lori	X	X	X	~		X	X	X	X
Ginepra, David	X	X	X	X	X	X	X	X	X
Scott, Bryan	X	X	~	X	X	X	X	X	X
Walters, Chris	~	X	X	X	X	X	X	~	X
Wolfe, Arlinna	~	~	~	X	X	X	X	X	~

2011

	Jan 5	Feb 2	Mar 2	Apr 6	May 4	Jun 1	Jul 6	Aug 3	Sep 7	Oct 5	Nov 2	Dec 7
Bissell, Gib	X	~	X	X	X	X						
Clark, Janet	X	X	X	X	X	X						
Fisher, Lori	X	X	X	X	X	X						
Moderie, Dan					X	X						
Ginepra, David	X	X	X	~								
Scott, Bryan	~	X	X	X	X							
Walters, Chris	X	X	X	X	X	X						
Wolfe, Arlinna	X	X	X	X	~	X						

Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday, June 1, 2011 – 3:00 PM
Kalispell Chamber of Commerce

Minutes

Board Members Present: Chris Walter, Dan Moderie, Janet Clark, Lori Fisher, Arlinna Wolfe and Gib Bissell

Board Members Absent: none

Staff Present: Lisa Brown, Red Lion Hotel, Carla West, Glacier Jazz Stampede, Rich Vasquez, Kalispell Wrestling Club

Meeting was called to order by Chris Walters, Chairman of the Board at 3:00 PM.

1. Hear from the public

Carla West discussed the 2011 Glacier Jazz Stampede event schedule and promotion. She stressed the need for donated hotel rooms for band members and asked board members for a commitment from their properties.

2. Board Discussion

a. TBID quarterly payments: The payment general instructions document as well as the payment reporting form are not clear as to due date, if there is any grace period before penalties are implemented and exactly what the penalties include. The board agreed that since it corresponds with the quarterly bed tax payments there should not be any confusion and a grace period is not required. Diane was instructed to clean up the documents to specify that the payment and reporting form must be received or postmarked on the last day of the month following the close of the reporting quarter. Those changes will be brought to the July board meeting for action.

b. The search committee gave an update to the board on the interviews for the sales manager. The slate of candidates had been narrowed to four and interviews are beginning tomorrow. The committee also discussed the resignation of Bryan Scott from the board as it relates to the search committee. One of the candidates selected to be interviewed is a current employee of the Outlaw Inn. Concerns were expressed at the committee meeting as to the possible conflict of interest with Bryan being on the interview committee and due to the fact that he has also had a personal relationship with the applicant. Bryan felt there were unfair comments' regarding this issue so has submitted his resignation from the search committee and the TBID board effective May 27th. Janet Clark, as the alternate for the search committee, will attend the upcoming interviews.

3. Board Action

a. Approve Minutes from the May 4, 2011 Meeting: Discussion: None

Action: Motion was made by Gib Bissell to approve the minutes as written. Motion seconded by Janet Clark. Board approved unanimously.

b. Approve Minutes from the May 11th special board meeting: Discussion - None

Action: Motion was made by Janet Clark to approve the minutes as written. Motion seconded by Lori Fisher. Board approved unanimously.

c. TBID financial statements: Discussion - None

Action: Motion was made by Lori Fisher to approve the financial statements. Motion seconded by Gib Bissell. Board approved unanimously.

- d. Election of officers: Discussion: Everyone expressed their appreciation to Chris for the time and expertise he contributed to the TBID, both in its formation and during the first year of operation. Gib Bissell as vice-chair assumes the Chairman seat, replacing Chris Walters. Janet Clark volunteered for vice-chair and Lori Fisher volunteered for secretary/treasurer. There were no other nominations. Motion was made by Chris Walters to approve the slate of officers as nominated. Motion seconded by Gib Bissell. Board approved unanimously.
- The board also thanked Bryan Scott for his time as a board member and secretary/treasurer. He spent a great deal of time working on the budget and projected revenue figures as well as monthly officer duties.

4. Board Discussion Continued

- a. Western Region Wrestling Tournament bid: Rich Vasquez joined the board meeting to discuss the potential to bring the tournament to Kalispell. This week long event draws approximately 2,500 participants and their families. Presentations to bid for the 2012 and 2013 tournaments are held in Pocatello Idaho June 23rd. Diane and Rich outlined the proposed presentation and expenses which are anticipated to be \$2,000 including presentation materials, gift baskets to state directors, postcards for Rich to distribute to the state representatives and prizes for the quiz to be held at the presentation. The board agreed that it is in line with the intent of the group marketing and event sponsorship budget items and approved the expense. Diane requested assistance from board members and/or their staff on compiling the items for the bags and finalizing the presentation.

Meeting was adjourned by Gib Bissell at 5:00 PM.

Respectfully Submitted: Diane Medler

For Further Information, Please Contact
Gib Bissell, Board Chairman, gib@aeroinn.com or 406-755-3798
Diane Medler, CVB Director, dianem@kalispellchamber.com or 406-758-2808

Board Meeting Schedule for 2011 - Kalispell Chamber Conference Room at 3:00 Pm

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

10:45 AM
 06/14/11
 Accrual Basis

Tourism Business Improvement District
Profit & Loss
 May 2011

	May 11	Jul '10 - May 11
Income		
4000 · TBID Revenue	44,322.50	229,908.25
4100 · Interest Income	5.05	32.47
Total Income	44,327.55	229,940.72
Expense		
5000 · Staffing		
5010 · Wages	3,166.66	28,749.94
5020 · Benefits	917.35	7,194.80
Total 5000 · Staffing	4,084.01	35,944.74
5100 · Administrative		
5350 · City of Kalispell Admin Fee	1,108.07	5,747.66
5110 · Bank Fees	2.35	5.90
5120 · Audit	500.00	500.00
5125 · Bookkeeping	131.25	1,380.00
5140 · Office Supplies	0.00	552.69
5150 · Postage & Copies	210.73	1,085.20
5160 · Rent	498.00	4,050.00
5180 · Telephone	154.39	1,406.58
5190 · Technology Support	0.00	425.00
5450 · Employee Search Exp	0.00	3,360.12
Total 5100 · Administrative	2,604.79	18,513.15
5200 · Web Site		
5210 · Development	3,637.50	7,426.04
Total 5200 · Web Site	3,637.50	7,426.04
5300 · Branding	2,872.55	8,611.49
5400 · Consumer Marketing	703.75	6,606.55
5550 · Group Marketing	0.00	52.92
5650 · Public Relations	212.17	3,212.83
5700 · Publications	0.00	2,960.99
5750 · Research	0.00	4,800.00
5800 · Trade Show Booth	0.00	-137.15
5850 · Travel	0.00	0.00
Total Expense	14,114.77	87,991.56
Net Income	30,212.78	141,949.16

10:45 AM
06/14/11
Accrual Basis

Tourism Business Improvement District
Balance Sheet
As of May 31, 2011

	<u>May 31, 11</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	147,223.15
Total Checking/Savings	<u>147,223.15</u>
Total Current Assets	<u>147,223.15</u>
TOTAL ASSETS	<u><u>147,223.15</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	5,273.99
Total Accounts Payable	<u>5,273.99</u>
Total Current Liabilities	<u>5,273.99</u>
Total Liabilities	5,273.99
Equity	
Net Income	141,949.16
Total Equity	<u>141,949.16</u>
TOTAL LIABILITIES & EQUITY	<u><u>147,223.15</u></u>

Statement of Cash Flow													
TBID FY 2011													
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total
	Estimate	Estimate	Estimate	Estimate	Estimate	Estimate	Estimate	Estimate	Estimate	Estimate	Estimate	Estimate	Estimate
	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Apr-11	May-11	Jun-11	
Cash on Hand	\$ -	\$ -	\$ 11,046.42	\$ 3,571.61	\$ (2,162.66)	\$ 104,349.54	\$ 95,225.64	\$ 89,350.49	\$ 127,461.84	\$ 119,352.88	\$ 109,748.78	\$ 139,961.56	\$ 228,267.77
TBID Quarterly Collections	\$ -	\$ 16,064.85	\$ 15.00	\$ -	\$ 119,950.00	\$ -	\$ -	\$ 47,915.42	\$ -	\$ -	\$ 44,322.50	\$ -	\$ 1,555.00
Interest Income	\$ -	\$ 0.26	\$ 0.51	\$ 0.30	\$ 2.61	\$ 4.66	\$ 4.19	\$ -	\$ -	\$ 4.94	\$ -	\$ -	\$ 22.52
Total Cash Receipts	\$ -	\$ 16,065.11	\$ 15.51	\$ 0.30	\$ 119,952.61	\$ 4.66	\$ 4.19	\$ 47,915.42	\$ -	\$ 4.94	\$ 44,327.53	\$ -	\$ 228,290.29
Total Cash Available	\$ -	\$ 16,065.11	\$ 11,061.93	\$ 3,571.91	\$ 117,789.95	\$ 104,354.20	\$ 95,229.83	\$ 137,265.91	\$ 127,461.84	\$ 119,357.82	\$ 154,076.33	\$ 139,961.56	
Staffing - Program Manager	\$ -	\$ -	\$ 3,560.41	\$ 3,549.74	\$ 3,567.57	\$ 4,788.73	\$ 4,164.48	\$ 4,111.81	\$ 4,083.99	\$ 4,200.00	\$ 4,084.01	\$ 4,200.00	\$ 40,260.74
Staffing - Sales Manager (\$35,000)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2.25	\$ 1.30	\$ 2.35	\$ -	\$ 5.90
Bank Fees	\$ -	\$ 30.00	\$ 217.50	\$ 112.50	\$ 90.00	\$ 90.00	\$ 175.00	\$ 183.75	\$ 175.00	\$ 175.00	\$ 131.25	\$ 175.00	\$ 1,555.00
Bookkeeping	\$ -	\$ 550.50	\$ 367.00	\$ 367.00	\$ 367.00	\$ 367.00	\$ 367.00	\$ 367.00	\$ 367.00	\$ 432.50	\$ 498.00	\$ 500.00	\$ 4,550.00
Rent	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Audit	\$ -	\$ 313.37	\$ 226.84	\$ 5.66	\$ -	\$ 6.82	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,052.69
Office Supplies	\$ -	\$ 300.00	\$ 125.00	\$ 75.00	\$ 67.51	\$ 97.74	\$ 205.25	\$ 71.38	\$ 66.14	\$ 148.74	\$ 210.73	\$ 128.00	\$ 880.01
Technology support	\$ -	\$ -	\$ 36.44	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,103.93
Postage & Copies	\$ -	\$ -	\$ 195.25	\$ 144.16	\$ 172.94	\$ 164.78	\$ 139.97	\$ 146.92	\$ 139.43	\$ -	\$ 154.39	\$ 150.00	\$ 1,407.84
Telephone	\$ -	\$ 3,360.12	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,360.12
Employee Search	\$ -	\$ 411.90	\$ 0.37	\$ -	\$ 2,998.74	\$ -	\$ -	\$ 1,228.60	\$ -	\$ -	\$ 1,108.07	\$ -	\$ 5,747.68
City of Kalspell Admin Fee	\$ -	\$ -	\$ -	\$ 61.02	\$ 1,526.50	\$ -	\$ 12.17	\$ 2,188.85	\$ -	\$ -	\$ 3,637.50	\$ -	\$ 15,000.00
Website	\$ -	\$ -	\$ -	\$ 84.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 84.00
Opportunity Joint Venture	\$ -	\$ -	\$ -	\$ 1,134.25	\$ 95.00	\$ 3,284.19	\$ -	\$ -	\$ -	\$ -	\$ 1,275.50	\$ -	\$ 15,000.00
Branding/Strategic/Marketing Plan	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 23,611.49
Event Sponsorship	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Trade Show Booth	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
COC VIC staff funding	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Sales Calls	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Consumer Leisure Mktg	\$ -	\$ -	\$ 52.92	\$ -	\$ 4,471.25	\$ 200.00	\$ 576.55	\$ 475.00	\$ 80.00	\$ 85.00	\$ 703.75	\$ 5,000.00	\$ 11,591.55
Group Marketing	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,052.92
Public Relations	\$ -	\$ -	\$ 52.80	\$ 308.59	\$ 201.24	\$ 83.90	\$ 238.92	\$ 1,030.76	\$ 795.15	\$ 75.00	\$ 212.17	\$ 200.00	\$ 3,427.83
Research	\$ -	\$ -	\$ 2,400.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,400.00	\$ -	\$ -	\$ -	\$ 4,800.00
Sub-total	\$ -	\$ 5,018.69	\$ 7,480.32	\$ 5,734.57	\$ 13,440.41	\$ 9,138.56	\$ 5,879.34	\$ 9,804.07	\$ 8,108.96	\$ 9,609.04	\$ 14,114.77	\$ 50,550.00	\$ 138,878.73
Total Cash Paid Out	\$ -	\$ 5,018.69	\$ 7,480.32	\$ 5,734.57	\$ 13,440.41	\$ 9,138.56	\$ 5,879.34	\$ 9,804.07	\$ 8,108.96	\$ 9,609.04	\$ 14,114.77	\$ 50,550.00	\$ 138,878.73
Cash Position	\$ -	\$ 11,046.42	\$ 3,571.61	\$ (2,162.66)	\$ 104,349.54	\$ 95,225.64	\$ 89,350.49	\$ 127,461.84	\$ 119,352.88	\$ 109,748.78	\$ 139,961.56	\$ 89,411.56	

	Budget	Jul 2010	Aug 2010	Sep 2010	Oct 2010	Nov 2010	Dec 2010	Jan 2011	Feb 2011	Mar 2011	Apr 2011	May 2011	Jun 2011	Total	\$ Over Budget	% Remaining
Income																
Cash on hand				11,458.32	3,983.51	-1,666.76	104,982.59	95,858.69	89,933.54	129,187.82	121,084.48	111,597.68	146,558.38	229,908.25	-40,091.75	14.85%
4000 - TBID Revenue	270,000.00	16,476.75	15.00	0.00	119,950.00	0.00	0.00	0.00	49,144.00	0.00	0.00	44,322.50	0.00	32.47		
4100 - Interest Income		0.28	0.51	0.30	0.30	2.61	4.66	4.19	4.33	5.62	4.94	5.05				
Total Income	270,000.00	16,477.01	11,473.83	3,983.81	118,285.85	104,987.25	95,862.88	139,131.87	129,193.44	121,089.42	155,925.23	146,558.38	229,940.72	-242,049.16	14.84%	
Expense																
5000 - Staffing				0.00	3,166.66	3,166.66	3,166.66	3,166.66	3,166.66	3,166.66	3,166.66	3,166.66	3,166.66	28,749.94	28,749.94	
5010 - Wages				0.00	393.75	383.08	400.91	1,322.07	997.82	945.15	917.33	917.34	917.35	7,194.80	7,194.80	
5020 - Benefits				0.00	3,560.41	3,549.74	3,567.57	4,164.48	4,111.81	4,083.99	4,084.00	4,084.01	35,944.74	35,944.74	-12,055.26	25.12%
Total 5000 - Staffing	48,000.00	0.00	0.00	0.00	3,560.41	3,549.74	3,567.57	4,164.48	4,111.81	4,083.99	4,084.00	4,084.01	35,944.74	35,944.74	-12,055.26	25.12%
5100 - Administrative				0.00	0.00	0.00	0.00	0.00	0.00	2.25	1.30	2.35	5.90	5.90		
5110 - Bank Fees	1,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	500.00	500.00	-500.00	50.00%	
5120 - Audit	1,500.00	30.00	217.50	112.50	90.00	90.00	90.00	175.00	183.75	175.00	175.00	131.25	1,380.00	-1,200.00	8.00%	
5125 - Bookkeeping	500.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-500.00	100.00%	
5130 - Insurance	800.00	313.37	226.84	5.66	0.00	6.82	6.82	0.00	140.00	0.00	0.00	0.00	692.69	-107.31	13.41%	
5140 - Office Supplies	800.00	0.00	36.44	75.00	67.51	97.74	97.74	205.25	71.38	66.14	255.01	210.73	1,085.20	-285.20	-35.65%	
5150 - Postage & Copies	4,400.00	550.50	367.00	367.00	367.00	367.00	367.00	367.00	367.00	0.00	432.50	498.00	4,050.00	-350.00	-7.95%	
5160 - Rent	150.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-150.00	100.00%	
5165 - Storage Unit	200.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-200.00	100.00%	
5170 - Tax Preparation	1,600.00	0.00	195.25	144.16	172.94	164.78	164.78	139.97	146.92	139.43	148.74	154.39	1,406.58	-193.42	12.09%	
5180 - Telephone		3,860.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,860.12	3,860.12	-2.89%	
5190 - Technology Support																
5450 - Employee Search Exp	12,550.00	4,553.99	1,168.03	704.32	697.45	728.34	887.22	909.05	749.82	1,011.25	1,494.37	0.00	12,901.84	351.84		
Total 5100 - Administrative	6,800.00	411.90	0.37	0.00	2,998.74	0.00	0.00	1,228.58	0.00	0.00	0.00	1,108.07	5,747.66	-1,052.34	15.48%	
5350 - City of Kaitiaki Admin Fee	24,000.00	0.00	0.00	61.02	1,526.50	0.00	12.17	2,188.85	0.00	0.00	0.00	3,637.50	7,426.04	-16,573.96	69.06%	
5300 - Branding	22,000.00	0.00	0.00	1,134.25	95.00	3,234.19	0.00	0.00	0.00	1,275.50	2,872.55	8,611.49	8,611.49	-13,388.51	60.86%	
5400 - Consumer Marketing	36,100.00	0.00	0.00	0.00	4,471.25	200.00	576.55	475.00	80.00	85.00	703.75	0.00	6,591.55	-29,508.45	81.74%	
5500 - Event Sponsorship	10,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-10,000.00	100.00%	
5550 - Group Marketing	33,550.00	0.00	52.92	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	52.92	-33,497.08	99.84%	
5600 - Opportunity	1,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-1,000.00	100.00%	
5650 - Public Relations	8,600.00	52.80	308.59	201.24	83.90	229.30	238.92	1,030.76	795.15	75.00	212.17	3,227.83	3,227.83	-5,372.17	62.47%	
5700 - Publications	15,800.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,960.99	0.00	2,960.99	-12,839.01	81.26%	
5750 - Research	4,800.00	0.00	2,400.00	0.00	0.00	0.00	0.00	0.00	0.00	2,400.00	0.00	0.00	4,800.00	0.00	0.0%	
5800 - Trade Show Booth	2,000.00	0.00	0.00	-137.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-137.15	-2,137.15	106.86%	
5850 - Sales Calls	20,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-20,000.00	100.00%	
5900 - VIC Staff Funding	4,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-4,000.00	100.00%	
Total Expense	242,400.00	5,018.69	7,490.32	5,650.57	13,303.26	9,128.56	5,879.34	9,944.05	8,108.96	9,491.74	9,366.85	0.00	83,382.34	-159,017.66	65.6%	
Cash Position		11,458.32	3,983.51	-1,666.76	104,982.59	95,858.69	89,933.54	129,187.82	121,084.48	111,597.68	146,558.38	146,558.38	146,558.38			

Tourism Business Improvement District of Kalispell, Montana

General Payment Instructions

Reporting and remitting assessment

Each lodging facility shall, on or before the last day of the month following the close of each ~~calendar~~ fiscal year quarter, shall complete the Tourism Business Improvement District reporting form which shows the total number of rooms occupied during the reporting period, and the amount of assessment collected from all occupied rooms and explanation of any fee exemptions (comp rooms, 30-day continuous rentals). ~~At the time the return is filed, which shall be simultaneous with the report to the state of Montana regarding bed tax collections.~~ Returns are due immediately upon cessation of business for any reason. All assessments collected by lodging facility shall be held in trust for the account of the Tourism Business Improvement District of Kalispell, Montana until payment thereof is made to the Kalispell City Treasurer.

Records to be kept

It shall be the duty of every lodging facility liable for the collection and payment of any assessment imposed, to keep and preserve, for a period of three years, all records as may be necessary to determine the amount of such assessment as may have been liable for the collection of and payment to the Kalispell City Treasurer.

~~Delinquent payment – Penalties and interest.~~

- ~~A. Any lodging facility that fails to file a required return, statement, or other report with Kalispell City Treasurer by the due date, including any extension of time, of the return or report must be assessed a late filing penalty of \$50 on the amount of the TBID fees due, whichever is less.~~
- ~~B. Any lodging facility that fails to pay the TBID fees when due must be assessed a late payment penalty of .83% a month, or a fraction of a month, on the unpaid TBID fees. The penalty may not exceed 10% of the amount due. The penalty accrues on the unpaid TBID fees from the original date of the return regardless of whether the taxpayer has received an extension of time for filing a return.~~

Quarterly Payments

Quarterly payments of TBID fees collected are due the last day of the month following the close of the reporting quarter. Payment must be accompanied by a completed reporting form.

1 st Quarter – July, August, September	Payment must be received or postmarked October 31
2 nd Quarter – Oct, Nov, Dec	Payment must be received or postmarked January 31
3 rd Quarter – January, February, March	Payment must be received or postmarked April 30
4 th Quarter – April, May, June	Payment must be received or postmarked July 31

Delinquent payment - Penalties and interest

Any lodging facility that fails to file a required payment and reporting form with Kalispell City Treasurer by the due date will be assessed a late filing penalty of \$50 and a penalty of .83% a month or a fraction of a month on the unpaid TBID fees. Penalty may not exceed 10% of the

amount due. The penalty accrues on the unpaid TBID fees from the original due date of the return regardless of whether the taxpayer has received an extension of time for filing a return.

Failure to collect and report - Determination of assessment by finance director.

- A. If any lodging facility fails or refuses to collect the assessment and to make, within the time provided for report and remittance of the assessment or any portion thereof required, the Kalispell City Treasurer shall proceed in manner which assumes full occupancy for all rooms of the hotel property for the purpose of estimating the base upon which to calculate the assessment due. The Kalispell City Treasurer shall proceed to determine and assess against such lodging facility, the assessment and penalties.
- B. In case such determination is made, the Kalispell City Treasurer shall give a notice of the amount so assessed by serving it personally or by depositing it in the United States mail, postage prepaid, addressed to the lodging facility so assessed at its last known place of address. Such lodging facility may, within 10 days after the serving or mailing of such notice, make application in writing to the Kalispell City Treasurer for a hearing on the amount assessed.
- C. If application by the lodging facility for a hearing is not made within the time prescribed, the assessment, and penalties, if any, determined by the Kalispell City Treasurer, shall become final and conclusive and immediately due and payable. If such application is made, the Kalispell City Treasurer shall give not less than five days' written notice to the lodging facility, to show cause at a time and place fixed in the notice why the amount specified therein should not be fixed for such assessment and penalties.
- D. At such hearing, the lodging facility may appear and offer evidence why such specified assessment and penalties should not be so fixed. After such hearing, the Kalispell City Treasurer shall determine the proper assessment to be remitted, and shall thereafter give written notice to the lodging facility in the manner prescribed herein of such determination and the amount of such assessment and penalties. The amount determined to be due shall be payable after 15 days unless an appeal is taken.

Actions to collect.

Any assessment required to be paid by the lodging facility shall be deemed a debt owed by the lodging facility to the Tourism Business Improvement District and placed on the lodging facility's property tax bill by Flathead County.



Agreement for Services

This Agreement is made and entered into this _____ day of _____, 2011, by and between the Kalispell Convention and Visitor Bureau (CVB) and Cygnet Strategies, LLC (Cygnet) to complete the programming phase of a wayfinding signage system to bring visitors to and throughout Kalispell from Glacier National Park and other areas in the region. The signage system is being developed as a tool to increase economic development, visitation and visitor spending in Kalispell and will connect with the system being developed for downtown.

SCOPE OF SERVICES

Cygnet will:

- Review existing plans
- Review existing signage to and throughout Kalispell (excluding downtown)
- Meet with up to four (4) stakeholders or stakeholder groups
- Identify and analyze:
 - Attractions
 - Definable destinations
 - Traffic decision points
 - Traffic flow
 - Traffic speed
 - Sight lines
 - Density of visual competition
 - Environmental conditions
- Produce a Wayfinding System Report that contains:
 - Signage types
 - Messaging concepts
 - Functional requirements for kiosks, vehicular and pedestrian directionals, gateways
 - Locations for signs, kiosks and banners
 - Photo inventory of sign locations
 - Cost projections for system design and implementation
 - On-line interactive map with sign locations

SCOPE OF SERVICES PAYMENT

Cygnet agrees to perform for CVB the services described in the Scope of Services and all obligations, duties, responsibilities and requirements for the successful completion of the services specified, including the furnishing by Cygnet of all supervision, labor, material and other supplies in accordance with the terms and conditions set forth herein (Services). CVB agrees to pay Cygnet for the services as follows:

- \$4,140 (if contract is signed and 30% deposit is paid by July 7, 2011)
- \$4,600 after July 7, 2011

PROJECT MANAGEMENT

Vicky Soderberg will manage the project and perform the on-site work. She will also be the key contact for all elements of the program. Strategic partners will work on the project under her direction as necessary.

Kalispell Convention & Visitor Bureau Monthly Update – July 6, 2011

Priorities	Projects	Status
<p>Leisure Travel</p>	<ol style="list-style-type: none"> 1. Online marketing 2. Social Media 3. Targeted advertising 	<ol style="list-style-type: none"> 1. Area slide show completed to use in presentations or in online marketing E-marketing template created 2. Facebook incorporating branding and local events and activities, increased to 1007 monthly active users (243 in June), average 191 visits per week (110 in June), 169 people 'like' (96 in June) 3. Targeted Advertising: <ol style="list-style-type: none"> a. KXLY Explorer TV – worked with film crew Sunday June 12th to film the segment and the TBID 30 sec commercial b. Trip Advisor Kalispell page – completed banner ads to promote Kalispell hotels
<p>Groups/Meetings</p>	<ol style="list-style-type: none"> 1. Groups/Events/Tournaments Collateral 2. Wrestling tournament bid 3. Book groups/meetings 	<ol style="list-style-type: none"> 1. Group Presentation folder completed 2. Group e-marketing template created 3. USAW Wrestling tournament presentation June 23rd <p>Bookings</p> <p>In the works:</p> <ol style="list-style-type: none"> 1. Don Miguel Ruiz seminar – June 2012 2. Western B Basketball – February, 2013 3. State B-C Softball – May, 2012 4. GRI - spring 2013, @ 200 attendees <p>On the books:</p> <ol style="list-style-type: none"> 1. Continental Divide Brewers Hockey Tourney – Feb 2012, 100-150 rms, 2 nights, meeting/catering 2. IAWP – September 2012, 20 rms, 1 night plus meeting/catering 3. MT USAW Free Style & Greco tournament – April 2012, 250 participants from out of this area + families 4. MEDA – October, 2011, 50 rooms, 1 night, meeting/catering 5. MACE – October 2011, 35 rooms, 1 night, meeting/catering 6. La Hacienda RV Park Reunion – July/August 2012, 75 rms, 4 nights

<p>Branding/Marketing</p>	<ol style="list-style-type: none"> 1. Branding and marketing strategy 2. Website 	<ol style="list-style-type: none"> 1. Kalispell brand complete; brand brochure and branded merchandise completed 2. Introduced Kalispell Brand at June Chamber luncheon presentation 3. Website: completed, demonstrate at board meeting
<p>Events</p>	<ol style="list-style-type: none"> 1. Increase number of effective events during shoulder seasons 	<ol style="list-style-type: none"> 1. Glacier Jazz Stampede – working with organizers to promote of event in drive marketing and determining ways to expand attendance to a younger audience 2. September Run Through History – October 8th, working with KDA to expand and promote event (Canadian long weekend)
<p>Infrastructure</p>	<ol style="list-style-type: none"> 1. Bed Tax 2. TBID 3. CVB 	<ol style="list-style-type: none"> 1. Bed Tax <ul style="list-style-type: none"> • Attended TAC June meeting • VIC grand opening June 8 • Collected and evaluated applications for VIC Travel Counselor position – hired Vonnie Day, start date June 5th 2. TBID <ul style="list-style-type: none"> • Monthly board and officer meeting preparation and minutes • Follow up with City Manager regarding quarterly assessment fee • Interviews for sales manager position, selected candidate, successfully negotiated agreement, Rob Brisendine starting July 18th 3. CVB <ul style="list-style-type: none"> • Attendance at KBID and KDA board meetings • Attend Civic Center meeting • Attend Preserve American grant meetings - working with City and KBID on wayfinding sign analysis • KCVB name tag and business cards create with new brand