

**Board of Directors Meeting**  
**Kalispell Tourism Business Improvement District**  
**Wednesday, April 1, 2020**  
**3:00 pm – 5:00 pm**

**Location: Conference Call due to Coronavirus restrictions**  
**Join URL: <https://zoom.us/j/425412101>**

**AGENDA**

3:00 pm Meeting Called to Order: Dawn Hendrickson, 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. Presentation by CVB staff - Visitor Development Asset Grant Application – Foys to Blacktail Trails

3. Board Action Items

- a) Approval of minutes from March 4, 2020
- b) Approval of TBID financial statements for February, 2020
- c) Approval of FY21 marketing plan and budget
- d) Approval of grant application – Foys to Blacktail Trails

4. Board Discussion

- a) Coronavirus health crisis – roundtable discussion
- b) Event and Grant recipient updates
- c) Marketing updates
- d) Group, M&C updates

Enclosures: March 4, 2020 minutes  
TBID financial statements for February, 2020  
TBID draft FY21 marketing plan  
KCVB dashboard and reports

For Further Information Please Contact:

Dawn Hendrickson, Board Chair [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

2020 TBID Board Meeting Schedule (subject to change)

Meetings are held at the Kalispell Chamber unless otherwise notified

<del>January 15</del>	<del>February 5</del>	<del>March 4</del>	April 1	May 6	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**  
**March 4, 2020**  
**3:00 pm**  
**Location: Kalispell Chamber Conference Room**

**Minutes**

**Board Members Present:** Janet Clark, Lucy Weeder, Emily Schroeder, Bryce Baker, Dawn Hendrickson

**Board Members Absent:** Zac Ford, Joe Alexander

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

**Guests:** Jamie Reed, Flathead Job Service; Dan Moderie - Super 8; Larry Lambert and Chantelle McDuffie - Lambert Hotel Group (Super 8); Nikki - Red Lion Hotel.

---

Meeting was called to order by Chair Dawn Hendrickson at 3:04 pm.

1. **Hear from the Public** – Larry Lambert asked for observations on current business conditions due to the Coronavirus situation. Hilton Garden Inn in Missoula has had some cancelations, Homewood Suites had a group cancel this month. Kalispell Chamber has created a Coronavirus Action Plan that is being shared with members and other chambers. Discover Kalispell’s existing emergency plan used for wildfires can be adapted for the virus situation. A PR and marketing strategy is being developed.

**2. Board Action Items**

**a. Approval of minutes from February 5, 2020:**

Motion was made by Emily Schroeder to approve the minutes. Motion was seconded by Bryce Baker. Discussion: none. Board approved unanimously.

**b. Approval of TBID financial statements for January 2020:**

Motion was made by Lucy Weeder to approve the financial statements for December 2020. Motion was seconded by Emily Schroeder. Discussion: None. Board approved unanimously.

**c. Approval of FY21 draft budget:**

Motion was made by Lucy Weeder to approve the draft budget. Motion was seconded by Emily Schroeder. Discussion: None. Board approved unanimously.

**d. Approval of FY21 marketing plan goals, objectives and target markets:**

Motion was made by Bryce Baker to approve the FY21 marketing plan goals, objectives and target markets. Motion was seconded by Janet Clark.

Discussion: Goals for coming fiscal year are the same as the current year. Objectives for FY21 include increasing occupancy at TBID hotels by 2% as measured by the STR Report. Key and emerging markets include motorcyclists and learning/education travel. New sign-ups to the consumer enews now receive an updated welcome message and a mid-quarter nugget of fun info about visiting Kalispell. Objectives include increasing Instagram followers by 10% - it’s the fastest-growing social media channel. Discover Kalispell is receiving geo-data via Visa View and Arrivalist which guides the key market selection. Goals & objectives and target market documents are available in the March board packet online and will be part of the complete marketing plan approved at the April board meeting.

Board approved unanimously.

**3. Board Discussion**

**a. Board appointments and terms – TBID renewal**

Due to TBID renewal, board members will need to reapply for board seats. Board terms will start over. It’s hoped that current members will renew. Diane will forward applications from the City

to all TBID members. A vice-chair chair and treasurer are need for the board. Updated list of board members and officers will be sent to City Council for approval on June 1.

b. Event and Grant recipient updates

Grants - \$7,975 is left in the grant fund for FY20, unused amount will roll over to FY21

Indoor Soccer - 40 teams have signed up, cash sponsorships of \$3,950 have been raised, vendors are secured, event volunteers are needed.

Spartan Race – Spartan continues to invest in our market, adding the Ultra race, the Super, and the Trail Run this year. NBC Sports will be filming the Ultra.

c. Marketing updates:

TBID revenues for Q2 are up 5% over last year. Sherman Lodge, the new 5 room lodge that is part of the True Water Fly Shop on 4<sup>th</sup> St West qualifies for the TBID. At this time, they plan to open in April.

Marketing Report Dashboard – website data shows users and page views up but pages/session and session duration down. There has been a recent shift in account manager at Flathead Beacon Productions for our account. Diane is working with them to assure that the web page marketing tactics are being handled correctly and most effectively. GPIA had an 18% increase in enplanements for January and GNP visitations were level with last year.

2020 Visitor Guide is wrapping up and will be available in a couple weeks.

Diane attended the Spokane Great Outdoor Show and Bike Expo February 22-23. Increased attendance this year and lots of conversations with residents that have high interest in visiting and haven't been to our area in several years.

Group/M&C – Dawn sent out RFP's for Outdoor Writers, working on bringing a group attending the BMW Rally in Great Falls in June for a post excursion in Kalispell. Developing motorcycle content on DK.com including recommended rides and plan to develop activities to keep them in Kalispell for a night or two. Dawn will host meeting planners on individual FAM trips this spring. Attending Cascadia show in Bend which includes one-on-one meetings with selected planners as well as educational sessions.

d. Roundtable discussions

Homewood Suites is looking for an AGM.

Hilton Garden Inn is looking for an AGM, executive housekeeper and front office manager. They had a strong February with group business.

Meeting was adjourned at 4:13pm.

Respectfully Submitted: Diane Medler

For Further Information, please contact:

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