

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday – December 7, 2011
3:00 pm – 5:30 pm**

Location: Red Lion Hotel

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/Discussion

- a) Approval of minutes: November 2, 2011 board meeting
- b) TBID financial statement as of October 31, 2011
- c) TBID notification network

3. KCVB Presentation

4. Holiday Party

5:00 pm Meeting Adjourns

Enclosures: November 2, 2011 minutes
TBID financial statements
TBID Board of Directors 2012 Meeting Schedule

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 19	November 2	December 7

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
Kalispell Chamber of Commerce
November 2, 2011**

Minutes

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

Board Members Absent: Chris Walters, Dan Moderie, Arlinna Wolfe

Staff Present: Joe Unterreiner, Diane Medler, Rob Brisendine

Guests Present: Rachel Starr - Outlaw Hotel, Alison Keene – Travelodge, Winnie and Grim Storli – Blue & White Motel, Pam Carbonari – Kalispell BID and KDA, Nancy Streibich – Flathead Business and Industry Association

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

1. Hear from the public

Pam Carbonari introduced the downtown Wooden Coin and Trippons marketing initiatives. Wooden Coins are distributed in the visitor center and offer \$5 off a purchase of \$25 or more at participating downtown Kalispell businesses. Trippons is an online coupon program promoting local discounts. The KBID members are in the process of signing up and posting a coupon. The program is open to other downtown businesses including the hotels. Anyone interested please notify Pam. Pam also requested that the hotels have the Trippons cards, which contain the QR code to scan with a mobile device to access the coupons, to their guests upon check-in. Several requested to have a supply of coins and Trippons cards to give to guests for the Thanksgiving shopping weekend.

Winnie Storli voiced her opinion that the TBID should continue to look at moving to assessing the fee per a percentage vs. the flat \$1.25 fee as she feels it is unfair to the small hotels that have rates as low as \$40 in the off-season. She also wants to participate in a print ad to run for the Thanksgiving weekend.

2. Board Action

- a. Approve Minutes from the October 19, 2011 Meeting: Discussion: None

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

- b. TBID financial statements: Discussion - None

Action: Motion was made by Janet Clark to approve the financial statements. Motion seconded by Lisa Brown. Board approved unanimously.

- c. 2012 meeting schedule: Discussion – the board agreed to skip the January meeting in 2012 and to move the July meeting up a week due to the holiday.

Action: Motion was made by Lori Fisher to not hold a TBID board meeting in January then resume in February with meetings on the 1st Wednesday of every month except in July when the meeting will be moved to the 2nd Wednesday due to the holiday. Motion seconded by Janet Clark. Board approved unanimously.

3. Board Discussion

- a. Failure to Collect and Report updates: payment has not been received from the two properties that have outstanding payments from FY'11 3rd and 4th quarters and FY'12 1 month of Q1. The TBID and the

City have sent notifications per the Failure to Report guidelines included in the TBID payment instructions document. Diane will continue to follow up with the City.

- b. Dragon Boat Festival: Rob discussed the proposal for the Montana Dragon Boat Festival to be held in Kalispell and Flathead Lake on September 8, 2012. He asked for board input on two items: the date and Flathead Lake Lodge as the event site.

Date: Rachel Starr approved the date mentioning that the hotel is still ramped up staff-wise at that time which would be helpful. All other board members agreed on the date.

Flathead Lake Lodge: Gib would prefer the Somers area as far as location and closeness to Kalispell but agrees that the Lodge is a better setting and more ideal for long term success. Rachel agreed that it would give a great first impression. All other board members agreed.

Rob updated the board on the launch of the event: the logo is being finalized and the website built.

During December the event will be promoted to Dragon Boat Clubs so they can begin to get it on their 2012 festival schedules. The release to the public will begin in January.

- c. NJHFR – Rob and Diane hosted Art Cochrane for a site visit to assess Kalispell’s ability to host the National Jr. High Finals Rodeo in 2014-2015. Art had extensive tours of our two event facilities, the Fairgrounds and Majestic Valley Arena, and met with several elected and appointed officials in Kalispell. Although the NHSRA was very interested in finding a location in a border state to Canada and he was impressed with the town of Kalispell our facilities are not adequate to host this event. Art will provide a written report of his assessment. The board discussed that conversations need to continue with the City and County on what can be done to upgrade the Fairgrounds. Joe suggested we educate ourselves on facilities districts. Rachel discussed Butte’s tournaments/events group that has been successful in attracting large events.

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

2011 Board Meeting Schedule - 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 19	November 2	December 7

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

No January Meeting	February 1	March 7	April 4	May 2	June 6
July 11	August 8	September 5	October 3	November 7	December 5

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	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	X	~	X	X	X	
Brown, Lisa												
Clark, Janet	X	X	X	X	X	X	X	X	X	X	X	
Fisher, Lori	X	X	X	X	X	X	X	~	X	X	X	
Moderie, Dan					X	X	X	X	X	X	~	
Ginepra, David	X	X	X	~								
Scott, Bryan	~	X	X	X	X							
Walters, Chris	X	X	X	X	X	X	X	X	X	~	~	
Wolfe, Arlinna	X	X	X	X	~	X	X	X	X	X	~	

Kalispell Tourism Business Improvement District
Summary of Expenditures
December 7, 2011

Profit and Loss Statement October 2011:

Website - \$1,580.69: SEO & SEM

Consumer Marketing - \$14,981.19: Facebook page administration; online advertising campaign; Calgary Women's Show expenses (lodging, rental car, misc); Wayfinding study; trade show displays

Event Marketing - \$3,658.24: Dragon Boat promoter visit, grant application writing fee; production of grant booklet; site visit Art Cochrane NHSRA

Group Marketing - \$192: MACE brochure postage

Publicity/Public Relations - \$2,967.50: Kalispell Downtown decorations; Tourism Calgary membership; Branded merchandise - magnets; PR - story pitch campaign

Prior Fiscal Year - \$1,128.94: KXLY TBID commercial (final payments); reimbursement for Rob hotel stay during interview process

2012 TBID Board of Directors Meeting Schedule

January – no meeting

February 1

March 7

April 4

May 2

June 6

July 11

August 8

September 5

October 3

November 7

December 5

10:38 AM
11/22/11
Accrual Basis

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

	<u>Oct 31, 11</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	84,777.23
Total Checking/Savings	<u>84,777.23</u>
Total Current Assets	84,777.23
Fixed Assets	
1710 · Office Equipment	1,099.90
1820 · Web Site Development	25,230.44
Total Fixed Assets	<u>26,330.34</u>
TOTAL ASSETS	<u><u>111,107.57</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	22,862.04
Total Accounts Payable	<u>22,862.04</u>
Total Current Liabilities	<u>22,862.04</u>
Total Liabilities	22,862.04
Equity	
32000 · Unrestricted Net Assets	119,482.13
Net Income	-31,236.60
Total Equity	<u>88,245.53</u>
TOTAL LIABILITIES & EQUITY	<u><u>111,107.57</u></u>

10:40 AM
 11/22/11
 Accrual Basis

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

	Jul - Oct 11	Budget	\$ Over Budget	% of Budget
Income				
4000 · TBID Revenue	62,819.25	337,000.00	-274,180.75	18.6%
4100 · Interest Income	53.03			
Total Income	62,872.28	337,000.00	-274,127.72	18.7%
Expense				
5000 · Staffing	27,441.31	123,200.00	-95,758.69	22.3%
5100 · Administrative	14,709.51	26,750.00	-12,040.49	55.0%
5200 · Research & Education	0.00	5,050.00	-5,050.00	0.0%
5250 · Web Site	5,487.11	12,000.00	-6,512.89	45.7%
5400 · Consumer Marketing	19,112.46	50,000.00	-30,887.54	38.2%
5500 · Event Marketing	3,733.24	45,000.00	-41,266.76	8.3%
5550 · Group Marketing	738.57	48,000.00	-47,261.43	1.5%
5650 · Public Relations	8,467.21	13,000.00	-4,532.79	65.1%
5700 · Publications	0.00	14,000.00	-14,000.00	0.0%
5750 · Research	5,025.00			
5800 · Trade Show Booth	2,579.91			
6000 · Prior Fiscal Year Expense	6,814.56			
Total Expense	94,108.88	337,000.00	-242,891.12	27.9%
Net Income	-31,236.60	0.00	-31,236.60	100.0%

10:39 AM
 11/22/11
 Accrual Basis

Tourism Business Improvement District Profit & Loss October 2011

	Oct 11	Jul - Oct 11
Income		
4000 · TBID Revenue	0.00	62,819.25
4100 · Interest Income	12.37	53.03
Total Income	12.37	62,872.28
Expense		
5000 · Staffing		
5010 · Wages	7,750.00	22,650.66
5020 · Benefits	1,447.22	4,790.65
Total 5000 · Staffing	9,197.22	27,441.31
5100 · Administrative		
5350 · City of Kalispell Admin Fee	0.00	1,551.78
5110 · Bank Fees	2.70	10.07
5120 · Audit	105.00	105.00
5125 · Bookkeeping	175.00	665.00
5140 · Office Supplies	29.00	326.19
5150 · Postage & Copies	308.67	621.98
5160 · Rent	498.00	1,992.00
5180 · Telephone	180.58	976.89
5185 · Travel Expenses	68.20	812.32
5190 · Technology Support	0.00	140.00
5195 · Equipment (Software)	0.00	174.95
5199 · Employee Search Exp	0.00	7,333.33
Total 5100 · Administrative	1,367.15	14,709.51
5250 · Web Site		
5260 · Development	0.00	600.00
5270 · Maintenance	0.00	1,072.31
5280 · SEO & SEM	1,580.69	3,814.80
Total 5250 · Web Site	1,580.69	5,487.11
5400 · Consumer Marketing		
5430 · Social Media	375.00	1,175.00
5450 · Online Advertising	10,623.71	14,902.46
5460 · Travel Shows	675.07	1,645.00
5490 · Stock Airport VIC	0.00	250.00
5400 · Consumer Marketing - Other	1,140.00	1,140.00
Total 5400 · Consumer Marketing	12,813.78	19,112.46
5500 · Event Marketing		
5550 · Group Marketing	3,658.24	3,733.24
5550 · Group Marketing		
5560 · Publications	0.00	500.00
5565 · Trade Show, FAM Trips	0.00	81.32
5585 · Sales Calls	0.00	157.25
Total 5550 · Group Marketing	0.00	738.57
5650 · Public Relations		
5665 · Press Releases	1,725.00	3,957.75
5670 · Photography	0.00	2,954.00
5680 · Kalispell Merchandise	557.00	869.96
5650 · Public Relations - Other	685.50	685.50
Total 5650 · Public Relations	2,967.50	8,467.21
5750 · Research	0.00	5,025.00
5800 · Trade Show Booth	2,167.41	2,579.91
6000 · Prior Fiscal Year Expense	-133.30	6,814.56
Total Expense	33,618.69	94,108.88
Net Income	-33,606.32	-31,236.60