

**Board of Directors Meeting  
Kalispell Tourism Business Improvement District  
Wednesday – October 19, 2011  
2:30 pm – 5:00 pm**

**Location: Hampton Inn, Kalispell**

**AGENDA**

2:30 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) Approval of minutes: September 7, 2011 board meeting
- b) TBID financial statement as of 08/31/2011
- c) Reapproval of \$2,000 pledge to airport for solicitation of new flight
- d) Calgary CVB membership

3. Board Discussion

- a) TBID hotel management/ownership updates
- b) TBID Failure to Collect and Report updates
- c) STR Report and competitive segments
- d) Special event proposal
- e) Proposed group sales plan
- f) Redistricting of Urban Development Area

4. KCVB

- a) Marketing and advertising updates
- b) Event updates

5. Wayfinding Study: field work results and discussion

Vicki Sodenberg, Cygnet Strategies

5:00 pm Meeting Adjourns

Enclosures: September 7, 2011 minutes  
October 12, 2011 officer meeting minutes  
TBID financial statements  
KCVB: marketing report, draft group sales plan  
Kalispell STR Report

For Further Information, Please Contact:

Gib Bissell, Board Chairman [gib@aeroinn.com](mailto:gib@aeroinn.com) or 406-755-3798  
Diane Medler, KCVB Director [dianem@kalispellchamber.com](mailto: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.

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	X	~	X			
Brown, Lisa								X	X			
Clark, Janet	X	X	X	X	X	X	X	X	X			
Fisher, Lori	X	X	X	X	X	X	X	~	X			
Moderie, Dan					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			

**Board of Directors Meeting**  
**Kalispell Tourism Business Improvement District**  
**Wednesday, September 7, 2011 – 3:00 PM**  
**Kalispell Chamber of Commerce**

# Minutes

**Board Members Present:** Chris Walter, Dan Moderie, Janet Clark, Arlinna Wolfe, Lisa Brown. Gib Bissell, Lori Fisher

**Board Members Absent:** none

**Staff Present:** Joe Unterreiner, Diane Medler, Rob Brisendine

**Guests Present:** none

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

1. Hear from the public  
none
  
2. Board Action
  - a. Approve Minutes from the August 3, 2011 Meeting: Discussion: None  
Action: Motion was made by Janet Clark to approve the minutes as written. Motion seconded by Arlinna Wolfe. 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.
  - c. MLHA Tourism PR Initiative: Stuart Doggett of MLHA requesting sponsorship of MT tourism PR initiative. The sponsorship would help to fund efforts to educate the public and politicians on impact of tourism on economy, before and during the next legislative session through the efforts of a dedicated PR person and media firm. MLHA has pledged \$40,000, other CVB's and Regions have pledged sponsorships. Sponsorship levels were outlined in the letter ranging from \$500 to \$20,000. The board discussed the importance of the initiative but felt it was prudent to pledge half now with anticipation of pledging additional amount after the summer quarter revenue is in. The second payment will be revisited at the December or January TBID board meeting.  
Action: Motion was made by Lisa Brown to pledge \$2,500 now and \$2,500 in 2012. Motion seconded by Janet Clark. Board approved unanimously.
  
3. Board Discussion
  - a. Calgary Trade Show – October 2012: Diane has reserved a booth at the Calgary Women's Show October 22-23<sup>rd</sup> at Stampede Park. Expected attendance at the 2-day event is 10,000. Diane is looking for TBID members to attend and help at the booth to promote Kalispell. The booth rental is paid by bed tax/TBID and the TBID members that participate pay their own travel and lodging expenses.
  - b. KCVB Updates: Diane provided a handout updating status of marketing and advertising initiatives: fall online marketing campaign, PR campaign, RMI Fam, statistics from VIC, website, Facebook and Trip Advisor

Meeting was adjourned by Gib Bissell at 4:15 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

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

**TBID Officers Meeting**  
**October 12, 2011**  
**Colter Coffee**  
**4:00 pm**

Present: Gib Bissell, Janet Clark, Lori Fisher, Diane Medler, Rob Brisendine

Agenda

Approved list of board action items:

Minutes – September 7, 2011 board meeting  
Financial statements

Discussion items:

- Failure to Collect and Report updates – based on the TBID Payment Instructions, the collection procedure has been implemented by the TBID and City on the past due collections from two properties. Diane will revisit the procedure with city attorney Charlie Harball to better understand how the debt will be assessed moving forward since both properties have had a change of ownership.
- Special event proposal – Rob summarized the large event festival being planned for fall 2012. He will present a summary, cost proposal and special event grant application at the board meeting. The expenses are in line with the event marketing budget but he'd like the board's buy-in prior to proceeding.
- Proposed group sales plan – Rob will present a draft plan outlining the proposed marketing efforts to increase our group/meeting business including trade show and travel estimates, lead purchase programs and advertising initiatives.
- Redistricting of the Urban Development Area – Diane will send out notice to TBID members alerting them to the City Council public hearing on Oct 17<sup>th</sup> where the Council is looking for comments for or against the redistricting that was recommended by the Planning council. Approval of the redistricting will allow the city to accept proposed projects from this expanded area to bond to the Westside TIF. Diane will attend the council meeting and recommends a letter of support from the TBID board to be sent to Council prior to the November Council meeting.
- The officers read over the remainder of the agenda and agreed to move forward as is with no further changes.

Meeting was adjourned at 5:15 pm

Kalispell Tourism Business Improvement District  
Summary of Expenditures  
October 19, 2011

Profit and Loss Statement August 2011:

Office Supplies - \$61.29: White envelopes to mail presentation folders; frame for poster for office

Telephone - \$420.35: Rob phone install plus monthly phone charges

Travel Expenses - \$24.53: local mileage

Equipment - \$129.95: Purchase of Publisher software

Employee Search - \$7333.33: Express Employment for Rob; Rob moving allowance

Consumer Marketing - \$820.74: airport stocking; Facebook page administration; fall campaign creative; deposit on Calgary Outdoor & Recreation Show (March)

Group Marketing - \$38.95: pre-FAM dinner

Public Relations - \$197: photography model payments

Research/Education - \$225.00: Leadership Flathead

Prior Fiscal Year – (\$425.01): credit, expense moved to bed tax

Statement of Cash Flow														0		Total	
TBID FY 2012																	
	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	Total			
	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Apr-12	May-12	Jun-12	Estimate	Estimate			
<b>ASSETS</b>																	
Cash on Hand	\$ 94,251.69	\$ 79,759.57	\$ 125,634.84	\$ 77,559.84	\$ 50,284.84	\$ 140,009.84	\$ 112,234.84	\$ 86,259.84	\$ 107,214.84	\$ 75,120.84	\$ 49,026.84	\$ 67,432.84	\$ 280,819.25	\$ 41,588.84			
TBID Quarterly Collections	\$ -	\$ 62,819.25	\$ -	\$ -	\$ 120,000.00	\$ -	\$ -	\$ 49,000.00	\$ -	\$ -	\$ 49,000.00	\$ -	\$ -	\$ -			
Fixed Asset	\$ 1,099.90	\$ (1,099.90)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 19.21	\$ -			
Interest Income	\$ 7.13	\$ 12.08	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 280,838.46	\$ -			
Total Cash Receipts	\$ 1,107.03	\$ 61,731.43	\$ -	\$ -	\$ 120,000.00	\$ -	\$ -	\$ 49,000.00	\$ -	\$ -	\$ 49,000.00	\$ -	\$ 280,838.46	\$ -			
Total Cash Available	\$ 95,358.72	\$ 141,491.00	\$ 125,634.84	\$ 77,559.84	\$ 170,284.84	\$ 140,009.84	\$ 112,234.84	\$ 135,259.84	\$ 107,214.84	\$ 75,120.84	\$ 98,026.84	\$ 67,432.84	\$ 568,657.85	\$ 41,588.84			
<b>LIABILITIES &amp; EQUITY</b>																	
Starting - Program Mgr & Sales Mgr	\$ 4,314.56	\$ 4,741.13	\$ 9,400.00	\$ 9,750.00	\$ 9,750.00	\$ 9,750.00	\$ 9,950.00	\$ 10,025.00	\$ 10,075.00	\$ 10,075.00	\$ 10,075.00	\$ 10,075.00	\$ 107,980.89	\$ -			
Bank Fees	\$ 2.25	\$ 2.57	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,976.00	\$ -			
Rent	\$ 498.00	\$ 498.00	\$ 498.00	\$ 498.00	\$ 498.00	\$ 498.00	\$ 498.00	\$ 498.00	\$ 498.00	\$ 498.00	\$ 498.00	\$ 498.00	\$ 2,583.23	\$ -			
Telephone	\$ 162.88	\$ 420.35	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 754.25	\$ -			
Office Supplies	\$ 192.99	\$ 67.29	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 2,114.58	\$ -			
Postage & Copies	\$ 43.03	\$ 71.55	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 6,000.00	\$ -			
Audit	\$ -	\$ -	\$ 6,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -			
Bookkeeping	\$ 192.50	\$ 140.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 2,332.50	\$ -			
Tax Prep	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -			
City of Kallispell Admin Fee	\$ -	\$ 1,551.78	\$ -	\$ -	\$ 3,000.00	\$ -	\$ -	\$ 1,000.00	\$ -	\$ -	\$ 1,000.00	\$ -	\$ 5,551.78	\$ -			
Employee Search/Moving expenses	\$ -	\$ 7,333.33	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 7,333.33	\$ -			
Travel and entertainment	\$ 128.79	\$ 49.53	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 1,428.32	\$ -			
Technology support	\$ 80.00	\$ -	\$ 42.00	\$ 42.00	\$ 42.00	\$ 42.00	\$ 42.00	\$ 42.00	\$ 41.00	\$ 41.00	\$ 41.00	\$ 41.00	\$ 496.00	\$ -			
Equipment & software	\$ 45.00	\$ 128.95	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 55.00	\$ 55.00	\$ 55.00	\$ 55.00	\$ 749.95	\$ -			
Research and Education	\$ -	\$ 228.00	\$ 4,800.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,025.00	\$ -			
Website	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -			
Maintenance & enhancements	\$ 1,237.50	\$ -	\$ 1,000.00	\$ -	\$ -	\$ 1,000.00	\$ -	\$ 1,000.00	\$ -	\$ -	\$ 1,000.00	\$ -	\$ 5,237.50	\$ -			
SEO & SEM	\$ 750.00	\$ -	\$ 2,000.00	\$ 1,500.00	\$ 1,500.00	\$ 1,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 6,750.00	\$ -			
Publications	\$ -	\$ -	\$ 3,400.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 11,900.00	\$ -			
Consumer Marketing	\$ 1,707.75	\$ 820.74	\$ 9,000.00	\$ 4,250.00	\$ 4,250.00	\$ 4,250.00	\$ 4,250.00	\$ 4,250.00	\$ 4,250.00	\$ 4,250.00	\$ 4,250.00	\$ 4,250.00	\$ 49,778.49	\$ -			
Event Sponsorship/Marketing	\$ -	\$ -	\$ 3,100.00	\$ 4,600.00	\$ 4,600.00	\$ 4,600.00	\$ 4,600.00	\$ 4,600.00	\$ 4,600.00	\$ 4,600.00	\$ 4,600.00	\$ 4,600.00	\$ 44,500.00	\$ -			
Group Marketing	\$ -	\$ 98.95	\$ 4,000.00	\$ 4,800.00	\$ 4,800.00	\$ 4,800.00	\$ 4,800.00	\$ 4,800.00	\$ 4,800.00	\$ 4,800.00	\$ 4,800.00	\$ 4,800.00	\$ 47,238.95	\$ -			
Public Relations/Publicity	\$ -	\$ 197.00	\$ 4,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 750.00	\$ -			
Prior Fiscal Year Expenses	\$ 6,243.93	\$ (429.01)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 12,947.00	\$ -			
Sub-total	\$ 15,599.15	\$ 15,856.16	\$ 48,075.00	\$ 27,275.00	\$ 30,275.00	\$ 27,775.00	\$ 25,975.00	\$ 28,045.00	\$ 32,094.00	\$ 26,094.00	\$ 30,594.00	\$ 25,844.00	\$ 333,501.31	\$ -			
Total Cash Paid Out	\$ 15,599.15	\$ 15,856.16	\$ 48,075.00	\$ 27,275.00	\$ 30,275.00	\$ 27,775.00	\$ 25,975.00	\$ 28,045.00	\$ 32,094.00	\$ 26,094.00	\$ 30,594.00	\$ 25,844.00	\$ 333,501.31	\$ -			
Cash Position	\$ 79,759.57	\$ 125,634.84	\$ 77,559.84	\$ 50,284.84	\$ 140,009.84	\$ 112,234.84	\$ 86,259.84	\$ 107,214.84	\$ 75,120.84	\$ 49,026.84	\$ 67,432.84	\$ 41,588.84	\$ 41,588.84	\$ -			

**Tourism Business Improvement District**  
**Balance Sheet**  
As of August 31, 2011

	<u>Aug 31, 11</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	138,306.83
1010 - Checking	138,306.83
Total Checking/Savings	<u>138,306.83</u>
Total Current Assets	138,306.83
Fixed Assets	
1710 - Office Equipment	1,099.90
Total Fixed Assets	<u>1,099.90</u>
<b>TOTAL ASSETS</b>	<b><u>139,406.73</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	13,771.89
2000 - Accounts Payable	13,771.89
Total Accounts Payable	<u>13,771.89</u>
Total Current Liabilities	13,771.89
Total Liabilities	13,771.89
Equity	
32000 - Unrestricted Net Assets	94,251.69
Net Income	31,383.15
Total Equity	<u>125,634.84</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>139,406.73</u></b>



## Tourism Business Improvement District Profit & Loss August 2011

	Aug 11	Jul - Aug 11
<b>Income</b>		
4000 · TBID Revenue	62,819.25	62,819.25
4100 · Interest Income	12.08	19.21
<b>Total Income</b>	<b>62,831.33</b>	<b>62,838.46</b>
<b>Expense</b>		
5000 · Staffing	3,775.66	7,150.66
5010 · Wages	965.47	1,905.03
5020 · Benefits		
<b>Total 5000 · Staffing</b>	<b>4,741.13</b>	<b>9,055.69</b>
5100 · Administrative		
5350 · City of Kalispell Admin Fee	1,551.78	1,551.78
5110 · Bank Fees	2.57	4.82
5125 · Bookkeeping	140.00	332.50
5140 · Office Supplies	61.29	254.25
5150 · Postage & Copies	71.55	114.58
5160 · Rent	498.00	996.00
5180 · Telephone	420.35	583.23
5185 · Travel Expenses	24.53	153.32
5190 · Technology Support	0.00	80.00
5195 · Equipment (Software)	129.95	174.95
5199 · Employee Search Exp	7,333.33	7,333.33
<b>Total 5100 · Administrative</b>	<b>10,233.35</b>	<b>11,578.76</b>
5250 · Web Site		
5260 · Development	0.00	600.00
5270 · Maintenance	0.00	637.50
5280 · SEO & SEM	0.00	750.00
<b>Total 5250 · Web Site</b>	<b>0.00</b>	<b>1,987.50</b>
5400 · Consumer Marketing		
5430 · Social Media	375.00	500.00
5450 · Online Advertising	0.00	1,482.75
5460 · Travel Shows	345.74	345.74
5490 · Stock Airport VIC	100.00	200.00
<b>Total 5400 · Consumer Marketing</b>	<b>820.74</b>	<b>2,528.49</b>
5550 · Group Marketing		
5565 · Trade Show, FAM Trips	38.95	38.95
<b>Total 5550 · Group Marketing</b>	<b>38.95</b>	<b>38.95</b>
5650 · Public Relations		
5670 · Photography	197.00	197.00
<b>Total 5650 · Public Relations</b>	<b>197.00</b>	<b>197.00</b>
5750 · Research	225.00	225.00

2:18 PM  
09/16/11  
Accrual Basis

**Tourism Business Improvement District**  
**Profit & Loss**  
August 2011

	Aug 11	Jul - Aug 11
5850 - Travel	25.00	25.00
6000 - Prior Fiscal Year Expense	-425.01	5,818.92
<b>Total Expense</b>	<b>15,856.16</b>	<b>31,456.31</b>
<b>Net Income</b>	<b>46,975.17</b>	<b>31,383.15</b>