

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday – September 5, 2018
3:00 pm – 5:00 pm**

Location: Kalispell Chamber of Commerce

AGENDA

3:00 pm Meeting Called to Order: Zac Ford, 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. Board Action Items

- a) Approval of minutes from August 8, 2018
- b) Approval of TBID financial statements for July, 2018
- c) Approval of subscription to ARes, a booking platform to be incorporated into the redesigned discoverkalispell.com
- d) Approval to allocate funds for development of strategic marketing and organizational plan

3. Board Discussion

- a) Event updates
 - i. Dragon Boat
 - ii. Event transition press release
- b) Marketing updates
 - i. Crisis management – Fire communications
 - ii. September 11, 2018 – Voice of Montana Tourism Kalispell Business Roundtable, HGI
 - iii. Marketing strategy updates
 - iv. Website redesign updates
- c) Group, M&C updates
 - i. Upcoming shows: Small Market Meetings and IMEX
 - ii. International Tour Operators promotions

Enclosures: August 8, 2018 minutes
TBID financial statements for July 2018
Informational document on aRes, proposed online booking system
TBID revenue report
KCVB updates

For Further Information Please Contact:

Zac Ford, Board Chairman zachary.ford@hilton.com or 406-755-7900
Diane Medler, KCVB Director diane@discoverkalispell.com or 406-758-2808

2018 TBID Board Meeting Schedule (subject to change)

(Meetings are held at the Kalispell Chamber unless otherwise notified)

January 11	February 7	March 7	April 4	May 2	June 6
July 11	August 8	September 5	October 3	November 7	December 5

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.