

Helena Tourism Business Improvement District
Board Meeting Minutes
March 8, 2023 – 1:30pm Doubletree by Hilton Helena Downtown Hotel

Board of Directors

John Lytle, Chair
Shauna Corcoran, Vice Chair
Cindee Bianchini

Jim Tucker
Adrian Ambro

Meeting Called to Order 1:37

1. Welcome

Board Members: Cindee Biancinni, John Lytle, Shauna Corcoran, Adrian Ambro,

*Others: Laura Langdon, Jordan Conley, , Callie Aschim, Kris ,
Brian Obert, Brandon Pendergast, Andrea Opitz*

2. Minutes

A motion by Shauna to approve the February minutes, seconded by Adrian. All in favor. Motion carries.

3. Public Comment

- TBID Grant Applicant
- Laura Langdon and Jordan Conley presented their event Gold Rush Days.
 - *Gold Rush Days celebrates Helena's history over the course of three days that are filled with events for all ages. Anchoring events for Friday and Saturday include a Height of Fashion Wine Walk throughout downtown, an outdoor Whiskey Sit, Pioneer costume party, dinner theater, and a burlesque show. Colorful Can Can dancers, a travelling jail, crowning of the Four Georgians, and goldmining themed events make this event an eye-catching and energetic weekend. An event map will guide children, adults, and our elders on a trip through the streets of Helena while being transported through the ages.*

4. Financials

A motion by Adrian, seconded by Shauna. All in favor. Motion carries.

5. CVB Update

Callie shared an update on the CVB's spring marketing plan and that she is working on FY23-24 Plan.

6. Board Action Items

- Award TBID Grants
 - Adrian made a motion to grant the full amount requested, Shauna seconded, All in favor. Motion carries.

7. Discussions

- Brian Obert, Montana Business Assistance Connection, shared their 2023-2027 Comprehensive Economic Development Strategy and Action Plan as well as data.

Meeting Adjourned 2:45

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The Helena Tourism Business Improvement District's mission is to increase occupancy for lodging facilities thereby creating vibrant growth in the local economy.
