

Helena Tourism Business Improvement District
Board Meeting Minutes
July 12, 2023 – 1:30pm Reeder’s Alley Conference Center

Board of Directors

John Lytle, Chair
Shauna Corcoran, Vice Chair
Cindee Bianchini

Jim Tucker
Adrian Ambro

Meeting called to order: 1:33

1. Welcome

Board Members: Adrian Ambro, Cindy Bianchini, Shauna Cocorran

Other: Marti Bara, Brandon Pendergast, Andrea Opitz, Callie Aschim

2. Minutes

A motion by Shauna to approve the May Minutes, seconded by Cindee. All in favor. Motion carries.

3. Public Comment

NA

4. Financials

A motion by Shauna to accept the May and June Financials seconded by Adrian. All in favor. Motion carries.

5. CVB Update

Callie Aschim provided an update regarding August 17th is the first CVB Counsel Meeting with Wendt and Leadership Helena Applications are open.

6. Board Action Items

- Election of Officers
 - Adrian volunteered to act as the Board Chair.
 - A motion by Cindee to approve Adrian as Chair and Shauna as Vice Chair/Treasurer, seconded by Shauna. All in favor. Motion carries.
- Professional Development-Executive Director
 - Andrea presented details on the Certified Destination Management Executive Credential (CDME) via Destinations International.

- Discussion occurred regarding the Ex Director being committed to the TBID.
- Motion by Adrian to approve Andrea pursuing the CDME, seconded by Cindee. All in favor. Motion carries.

7. Discussions

Occupancy and types of meetings and size of meetings we should be working to attract.

Workforce Shortage, Employment Platforms (Wise Hire, etc.), Chamber Retire Brunch, Summer Jobs Program, and Capital High School has hospitality class that Helena Wins will connect with this fall.

Adjourned at 3:06

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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.
