

Helena Tourism Business Improvement District
Board Meeting Minutes
October 11th , 2023 – 1:30pm Reeder’s Alley Conference Center

Board of Directors

Adrian Ambro, Chair
Shauna Corcoran, Vice Chair
Cindee Bianchini

Jim Tucker
John Lytle

Meeting called to order: 1:36

1. Welcome

Board: Adrian Ambro, Cindee Bianchini, John Lytle (phone)

Other: Andrea Opitz, Jason Burnett

2. Minutes

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

3. Public Comment

Jason Burnett, The Archie Bray Foundation for Ceramic Arts (“The Bray”), shared a plethora of information about this world-renowned ceramic arts center including how they promote excellence in the ceramic arts and value the community; residency program, education & engagement; and their gallery.

VISION:

For The Bray, the ceramic arts inspire creativity and connect people of all backgrounds and abilities through transformative encounters in the studio, in the classroom, at the table, and in the community.

MISSION: The Bray is actively committed to promoting, celebrating, and sustaining the ceramic arts through the residency program, education, gallery, ceramic materials and technology, and community engagement on a local, national, and international scale. In the words of Archie himself, The Bray makes available, “for all who are seriously and sincerely interested in any of the branches of the ceramic arts, a fine place to work”.

4. Financials

A motion by Cindee to accept the September Financials, seconded by John. All in favor. Motion carries.

5. CVB Update

1. Attended the TAC meeting on Tuesday.
2. Attending the Airline Rendezvous with the Helena Regional Airport at the Missoula Airport on Tuesday evening and Wednesday. Was able to meet with 12 separate airlines and had some great talks with all of them. We were able to touch base with American about our current FAA grant. They have been able to get a contract signed with their pilots and will be looking at adding additional lines the latter part of next

year. You can tell the word is getting out about Helena as many other airlines had great questions about our area and can see the value Helena adds as a destination.

3. Met with Wendt this week on finalizing our budget for our spring 24 campaign. It will be a short campaign that will run for 2 weeks in March with very targeted marketing. When I get the final on the scope, I will copy the group. We have committed \$12,500 to a spring campaign this year. We also discussed our warm season campaign. We have done some exciting joint venture marketing with the state that will give us some native content and video for our warm season campaign, and we are very excited about that.
4. The Chamber recently purchased some virtual reality goggles that we will be using for our WINS program. We will start integrating these into our sector days and will be working with the high schools to offer them to classes. There are hospitality courses on the goggles, and we are so excited to start sharing the information with our partners.
5. I will be scheduling a CVB Council meeting for the week of November 13th so stay tuned for more information.

6. Board Action Items

- NA

7. Discussions

Discussions occurred around occupancy and conferences.

Meeting Adjourned: 2:40

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