

***Helena Tourism Business Improvement District***  
***January 10th, 2024 – 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 1:34

**1. Welcome**

**Board:** Adrian Ambro, John Lytle, Cindee Binanchi, Jim Tucker (phone), Ashly Drain

**Other:** Andrea Opitz, Brandon Pendergast, AshLey Tubbs, Holly Ferrell

**2. Minutes**

A motion by John to approve the November meeting minutes, seconded by Cindee. All in favor. Motion carries.

**3. Public Comment**

AshLy Tubbs shared information about the new boutique hotel called The Bell that her and her partner Karli Mosey are building at 40 E. Lyndale Ave. They describe it as a 12-room luxury hotel with a mid-century modern aesthetic that could offer Helena-centric vacation packages and local small business-supplied amenities. They are currently applying for permits and construction will soon begin. The plan is to be taking reservations before the end of 2024.

**4. Financials**

A motion by Jim to accept the November and December Financials, seconded by Cindee. All in favor. Motion carries.

**5. CVB Update**

Andrea shared information on behalf of Callie regarding a newly purchased data analytics platform that will assist us in measuring event impacts, optimizing our marketing campaigns, and gaining a better understanding of our true audiences.

**6. Board Action Items**

- Board of Directors

A motion by John to appoint Cindee to Board Chair, John to Vice Chair, and Ashley to Treasurer. All in favor. Motion carries.

## 7. Discussions

- ED & Sales Manager Update

Discussed the following:

- Data
  - What other data do we need or would be beneficial to support our marketing efforts and tell our story?
- TBID Grant opportunity
  - Applications open until the end of January.
- Marketing & Occupancy
  - Podcasts
- Assessments
  - Potential TBID assessment increases in Montana.
- Carroll College
  - Enhancement Stadium Project

## 8. Other

Meeting adjourned: 2:47

### ADA NOTICE

The City of Helena is committed to providing access to persons with disabilities for its meetings, in compliance with Title II of the Americans with Disabilities Act and the Montana Human Rights Act. The City will not exclude persons with disabilities from participation at its meetings or otherwise deny them the City's services, programs, or activities. Persons with disabilities requiring accommodations to participate in the City's meetings, services, programs, or activities should contact the City's ADA Coordinator as soon as possible to allow sufficient time to arrange for the requested accommodation, at any of the following: (406) 447- 8490 TTY Relay Service 1-800-253-4091 or 711 [citycommunitydevelopment@helenamt.gov](mailto:citycommunitydevelopment@helenamt.gov) 316 North Park, Avenue, Room 440, Helena, MT 59623

---

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

---