



**Helena Tourism Business Improvement District
Board of Directors Meeting Agenda
February 14, 2024 – 1:30pm Reeder's Alley Conference Center**

Board of Directors

*Cindee Bianchini, Chair
John Lytle, Vice Chair
Ashley Drain
Holly Ferrell
Phil Swafford*

Meeting called to order: 1:37

1. Welcome

Board Members:

Cindee Bianchini, Holly Ferrell, Phil Swafford, Ashley Drain (phone)

Other: Andrea Opitz, Brandon Pendergast, Marti Bara, Ann Marie Bowers (Zoom), Ashley Tubbs (Zoom), Andy Welch, Andrew Gordon, Corrine Woods, Benji Cosgrove, Zach Coe, Christina Barbachano, Ursula Beck, Laryssa Rote, Ryan Hannahoe, Kathleen Koford.

2. Minutes

A motion by Holly to approve the January meeting minutes, seconded by Phil. All in favor. Motion carries.

3. Public Comment

TBID Grant Applicants shared specifics about their events.

4. Financials

A motion by Holly to accept the the January meeting minutes, seconded by Phil. All in favor. Motion carries.

5. CVB Update

NA

6. Board Action Items

- **TBID Grant Awards**

Motion to approve the following grant awards in the amount of \$22,500 by Holly, seconded by Phil. All in favor. Motion carries.

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The Montana Learning Center – Beyond the Big Sky: An adventure that invites stargazers to explore the wonders of the night sky along Canyon Ferry Lake. **\$5,000**

The Foundation for Montana History – History Tours: An engaging journey through Helena’s rich past, uncovering tales that shaped the West and Helena’s future. **\$5,000**

Treasure State Runners -Just for the Helena of It-Half Marathon, 10k, 5k: A race that weaves through Helena’s iconic beauty, championing both health and community spirit. **\$2,500**

Last Chance Curling Club - Creepy Sweepy Bone Spiel: A twist on an emerging Helena sport; curling. Come this fall, bring the spooky and competitive vibes to the ice as a spectator or team to celebrate a competition amongst Western communities.**\$2,500**

- **Point S Tire & Auto - Septemberfest Soapbox Derby:** The much-anticipated 4th annual event, watching creative contraptions race down Sixth Avenue and celebrate the beauty of the community.**\$2,500**

7. Discussions

8. Other

Meeting adjourned: 3:45

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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.
