Helena Tourism Business Improvement District
Board of Directors Meeting Minutes
March 12th, 2025 – 1:30pm at the Home2Suites by Hilton Helena

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Board of Directors

Cindee Bianchini, Chair
John Lytle, Vice Chair
Shauna Corcoran; Elise Whittle, Matt Yuhas

Meeting called to order: 1:35

1.Welcome

Board Members: Elise Whittle, Matt Yuhas

Other: Andrea Opitz, Jason Burnett, Adrian Ambro, Callie Aschim, Cilver Hale, Velvet Norton

2. Minutes

N/A

3. Public Comment

Introductions occurred including newer board members Matt & Elise and Cilver & Velvet since it was there first TBID Board Meeting.

4. Financials

N/A

5. CVB Update

Waiting on State of Montana to get 2026 funding out. Working on wayfinding.

6. Board Action Items

N/A

7. Discussions

- *Executive Director discussed the 2026 Work Plan & Budgt, TBID Event Grant Program, and the Montana Heritage Center Grand Opening.*

- *Program and Event Manger shared information on the Montana Pottery Tour and how it relates to the St Croix Pottery Tour which is widely celebrated.He also discussed the Event Audits to see if this is something that continues to be of interest as well as the Hotel Call Around.*

8. Other

The arts were discussed as well as medical travel.

Meeting adjourned 2:58

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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.