Helena Tourism Business Improvement District
Board of Directors Meeting Minutes
November 12, 2025 – 1:30pm at the The Myrna Loy-15 N. Ewing

Board of Direct;'ors

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

Meeting called to order 1:35

1.**Welcome**

Board: Kris Hoelsted, John Lytle, Cindee Biancini, Elise Whittle,

Other: AshLy Tubbs, Jason Burnett, Cheryl Drew, Lauren Roberts, Andrea Opitz, Jazlyn Young, Callie Aschim, Abigail Dolan

2. **Minutes**

A motion by Elise to approve the September meeting minutes, seconded by Kris. All in favor. Motion carries.

3. **Public Comment**

There was no public comment.

4. **Financials**

A motion by Elise to accept the October financials, seconded by Kris. All in favor. Motion carries

5. **CVB Update**

Callie Aschim shared how the Wayfinding Project was proceeding.

6. **Board Action Items**

There were no board action items.

7. **Discussions**
- Wayfinding Update
  - Executive Director shared the Wayfinding Project Approach and reminded the board we are in **Phase 1** which includes Step 1: Project Discovery and Site Analysis, Step 2: Wayfinding Strategy Development Step 3: Signage Typology and Placement Plan. **Phase 2** has four additional steps.

- Data Needs
    - Executive Director inquired about any specific data needs the board would find helpful and reminded them we have access to the Zartico platform.
- Stay & Play Packages
    - The Program & Event Manager discussed Stay & Play Packages/Program on two fronts. One, as to what “Stay & Play” package could look like for giveaways at upcoming consumer tradeshows, as well as what attracting leisure travel could look like with wellness and arts & culture packages.

8. **Other**

Discussion occurred around the opportunity of hosting an Ironman 70.3 Race in Helena in 2027 as well as the host city commitments, including financial fees, and the steps involved. The board showed interest and believes it is worth pursuing. The item will be revisited.

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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.