



**Helena Tourism Business Improvement District
Board of Directors Meeting Minutes
December 10, 2025 – 1:30pm at the Reeder's Alley Conference Center**

Board of Directors

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

Meeting called to order: 1:37

1. Welcome

Board Members: Cindee Bianchini, Kris Hoelsted, Elise Whittle

Other: Ashly Tubbs, Dax Schieffer, Lauren Roberts, Cheryl Drew, Jason Burnett, Andrea Opitz

2. Minutes

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

3. Public Comment

Dax Schieffer, provided information on Voices of Montana Tourism & the Montana Travel Association, their creation and mission, and how those organizations support us and tourism in Montana.

4. Financials

November financials were discussed. Executive Director shared that on December 1st money was transferred from savings to checking to cover checking account until the TBID received funds from the City of Helena. That transaction was reflected on the November financials to provide a more accurate snapshot of the current financials. The funds will be processed and are due to be received from the City this week, and then money will be transferred back to savings.

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

5. CVB Update

Executive Director provided wayfinding update for the CVB.

6. Board Action Items

- Helena Tourism Business Improvement District New Lease
 - Discussion occurred around the Helena Tourism Business Improvement District's new lease from the Montana Department of Commerce. The old TBID lease was due to expire in

December of 2026, but on December 7, 2025 our contract was terminated and a new lease was presented. Executive Director reviewed the new lease pricing, terms and conditions, and language changes. The contract is being reviewed by counsel in the Alley and ED will wait to see any recommendations on language changes but would like authority to sign a one-year lease and.

- Additional office space opportunities were discussed but timing isn't appropriate for a move out in less than 30 days. Additional time is needed to see if the new conditions of the lease are serving us well, as well as garner more information to ensure that if there were to be a move, all the conditions align with our mission.

Motion made to provide authority to sign a one year lease by Elise and seconded by Kris. All in favor. Motion carries.

- Small Market Meetings Summit
 - Discussion occurred around hosting Small Market Meetings Summit & Conference as well as host expectations.

A motion to secure hosting the Small Market Meetings Summit in 2028 in Helena by Elise, seconded by Kris. All in favor. Motion carries.

7. Discussions

- Executive Director's Update
 - Executive director discussed wayfinding, audit, and assessment increase.
- Program and Sales Manager's Update
 - Program manager provided TBID Event Grant Post Event Report Data.

Kris made a motion to adjourn meeting, Elise seconded. All in favor. Motion carries.

Meeting adjourned: 3:16

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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.
