



**Helena Tourism Business Improvement District
Board of Directors Meeting Minutes
January 14th, 2026 – 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: 1:36

1. Welcome

Board Members: Cindee Bianchini, Elise Whittle, John Lytle

Other: Chris Hitch (Montana Club), Jason Burnett, Andrea Opitz

2. Minutes

A motion to approve minutes by Elise, seconded by John. All in favor, motion carries.

3. Public Comment

Hitch shared highlights, history, stories, and offerings the Original Montana Club offers.

4. Financials

A motion to accept December financials by Elise, seconded by John. All in favor, motion carries.

5. CVB Update

CVB is attending Voices of Montana Tourism Meeting.

6. Board Action Items

- Helena Tourism Business Improvement District Bylaws
 - Reviewed Bylaws, but will not adopt until the February TBID Board Meeting.

7. Discussions

- Executive Director's Update
- Program and Sales Manager's Update
 - Opportunity Presentation
 - Jason shared information on a 2026 offering with Pattie Gonia, nationally recognized advocate, as well as economic impact estimates.
 - Hotels will provide booking link for group rates & we can offer a landing page on the Visit Helena website.

- Motion to earmark money FY27 budget \$10,000 Pattie Gonia event, seconded by Elise. All in favor, motion carries.

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Meeting adjourned: 2:55

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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.
