



**Helena Tourism Business Improvement District
Board of Directors Meeting Minutes
February 11th, 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: 1:35

1. Welcome

Board Members: Cindee Bianchini, Elise Whittle, Kris Hoelstad

Other: Callie Aschim, Andrea Opitz, Robyn Lund, Alysia Ryan

2. Minutes

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

3. Public Comment

Robyn Lund introduced herself and her business Gentle Healing Yoga. She also shared she is on the Business Improvement District Board of Directors.

4. Financials

A motion to accept January financials by Elise, seconded by Shauna. All in favor, motion carries.

5. CVB Update

Callie provided an update regarding the upcoming Swish Tournament taking place March 7th & 8th. She also shared an update about CVB budget projections.

6. Board Action Items

- The Helena Tourism Business Improvement District Bylaws were reviewed with recommended changes, but more time was needed to review so no action was taken. Discussion occurred about 2.7 Absences and Matt missing several meetings even after his schedule stabilized. Andrea will reach out and send a notice of removal.

7. Discussions

- Executive Director's Update
 - Andrea shared the FY26 Visit Helena Media Campaign and next steps on hosting IRONMAN 70.3 which included hosting a meeting with City & County leaders.

- Social Media Update
 - Jacob discussed the early success of the Faces of Helena storytelling initiative, the recent shoot at the Montana Heritage Center/Montana's Museum, and social media looking forward.

Meeting adjourned at 2:25

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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.
