



**Helena Tourism Business Improvement District  
Board of Directors Meeting Minutes  
March 11th, 2026 – 1:30pm at the Comfort Suites 3180 Washington St.**

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**Board of Directors**

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

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Meeting called to order: 1:36

**1. Welcome**

Board: Cindee Bianchini, John Lytle, Elise Whittle, Kris Hoelstad

Other: Lauren Roberts, Cheryl , AshLey Tubbs, Jason Burnett, Andrea Opitz

**2. Minutes**

- A motion by Elise to approve the February meeting minutes as presented, seconded by Kris. All in favor, motion carries.

**3. Public Comment**

- There was no public comment.

**4. Financials**

- A motion by Kris to accept the February Financials, seconded by Elise. All in favor, motion carries.

**5. CVB Update**

- Andrea shared that Callie and her will be collaborating on FY27 Marketing Plans & Budgets.

**6. Board Action Items**

- Helena Tourism Business Improvement District Bylaws
  - The Helena TBID Bylaws were reviewed with recommended changes and reason behind the needed updates.
    - A motion by Elise to approve the TBID Bylaws as presented. Seconded by Kris. All in favor, motion carries.

## 7. Discussions

- Executive Director's Update
  - Andrea provided an update on the Wayfinding Initiative and the Arts & Cultural Campaign and showed 2<sup>nd</sup> video in the storytelling series.
- Program & Event Manager Update
  - Jason provided an update on the Julian Anderson Trail.

Meeting adjourned: 2:50

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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.*

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