



**Helena Tourism Business Improvement District  
Board of Directors Meeting Minutes  
May 13th, 2026 – 1:30pm at the Reeder’s Alley Conference Center**

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**Board of Directors**

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

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Meeting called to order at 1:30

**1. Welcome**

Board: Cindee Bianchini, John Lytle, Shauna Corcoran, Kris Hoelstad

Andrea Opitz, Jason Burnett, AshLy Tubbs, Jay Skoog

**2. Minutes**

Motion to accept the March Meeting Minutes by John, seconded by Shauna. All in favor, motion carries.

**3. Public Comment**

Jay Skoog, owner of the Budget Inn, shared his protest for the TBID assessment increase from \$2 to \$4 and presented a proposal to offer a tiered structure where properties under 50 rooms would stay at the \$2.

The board shared that we’ve been working on this for over a year and it would be good for Mr. Skoog to be involved and attend TBID Board Meetings. The Executive Director shared the process for the assessment increase and how it differs from creating the TBID.

**4. Financials**

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

A motion to approve the April Financials by Elise, seconded by Shauna. All in favor, motion carries.

**5. CVB Update**

Executive Director, Andrea Opitz, showed CVB Budget and discussed cooperative marketing opportunities. As well as shared a wayfinding update.

**6. Board Action Items**

- Helena Tourism Business Improvement District FY27 Work Plan & Budget

Andrea shared the FY27 Work plan + Budget.

Motion by Shauna to approve the work plan and budget, seconded by Kris. All in favor, motion carries.

Meeting adjourned 3:00PM

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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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