



VISION – To achieve excellence in community leadership and growth
MISSION – To develop a strong business climate and vibrant economy by serving the community in a leadership role thereby enhancing the quality of life.

Board of Directors Meeting

Monday, August 15, 2016
Billings Chamber Board Room

Please advise the Board Chair of any potential conflict of interest with an agenda item prior to the start of the Board meeting.

- 3:00 p.m. **I. CALL TO ORDER, INTRODUCTIONS**—Bill Cole, Chair
 - 1. Welcome new staff members Michelle Flannigan and Brenda Maas
 - 2. Member Spotlight: Elation (5 minutes)
- II. ORGANIZATIONAL BUSINESS**
- 3. **ACTION:** (Consent Agenda) – Minutes, pages 2-3; Financial Update (Finance Committee recommends approval), pages 4-5; Member Report, page 6
- 4. **INFORMATION:** Horizons 2025 Chamber of the Future checkup (The Nature of Belonging and Gathering) – John Brewer
- 3:20 p.m. **III. BOARD ACTION & STRATEGIC INITIATIVES**
- 5. **DISCUSSION:** The Chamber’s retention and sales plan —Jennifer Reiser
Staff will share year-end data and our progress toward the “Growth Plan 2019” goals. Please come prepared to discuss our sales and retention efforts outlined in the attached plans.
- 3:50 p.m. 6. **INFORMATION:** Montana State University-Billings Strategic Plan—Dr. Mark Nook
- 4:10 p.m. **IV. REPORTS, ACTIVITIES, AND ANNOUNCEMENTS**
- 7. Executive Committee- Bill Cole
- 8. CEO & Staff Reports (“ACT” Authorize Community Transformation; Gold Wings; YKIS events)
- 9. Partner Updates (City, Big Sky ED, Billings TBID, SEMT, Cultural Partners/Downtown, SD#2)
- 10. Upcoming Events
 - a. Air Service Luncheon – August 24, Crowne Plaza
 - b. Business After Hours – September 14, Wyndstone, 3840 Rimrock Road
 - c. No September Board Meeting due to Annual Meeting
 - d. Annual Meeting – September 27, Billings Hotel & Convention Center
 - e. Board Meeting – October 17, Billings Chamber
- 4:30 p.m. **V. EXECUTIVE SESSION: ANNUAL CEO PERFORMANCE REVIEW**





Board of Directors Meeting

Wednesday, July 27, 2016

Board Members Present: Brian Brown, Kris Carpenter, Bill Cole, Chris Dimock, Ginny Hart, Lenette Kosovich, Casey McGowan, Mark Mueller, Mike Nelson, Mark Nook, Lisa Perry, Ray Rigdon, Julie Seedhouse, Jeff Walters

Board Members Absent: Patrice Elliott, Dr. Randy Gibb, Nichole Mehling-Miles, Dave Worstell

Ex-Officio Members Present: Lisa Harmon, Tina Volek

Ex-Officio Members Absent: Steve Arveschoug, Terry Bouck, Bill Kennedy

Others Present: Greg Krueger

Staff Present: John Brewer, Bruce MacIntyre, Megan Stevenson, Alex Tyson, Dan Brooks

Staff Absent: Jennifer Reiser

Bill Cole, Board Chair, called the meeting to order at 3:04 pm at the Billings Chamber of Commerce.

ORGANIZATIONAL BUSINESS

Approval of Chamber/CVB Minutes, Financial Report, Membership Report

Bill Cole asked for approval of the June 20, 2016 Board meeting minutes, June 2016 Financial Report and Membership Report. Chris Dimock motioned for approval of the consent agenda; Jeff Walters seconded; Motion carried.

Horizons 2025 Chamber of the Future

John Brewer shared information regarding Political and Social Fragmentation from the Horizons 2025 Chamber of the Future. At each board meeting a different topic from the Horizons 2025 Chamber of the Future will be shared.

BOARD ACTION & STRATEGIC INITIATIVES

Downtown Development Project

Lisa Harmon and Greg Krueger with Downtown Billings presented information and gave update on Project X and how can the Chamber help the city move ahead. Staff will generate a draft letter and Executive Committee will give final approval. A copy will be provided if other Board Members would like to see draft.

Kris Carpenter motioned to draft letter in support of the Project X with final Executive Committee approval; Julie Seedhouse seconded; Motion carried.

Bring It To Billings

Stefan Cattarin, Sales Manager of Visit Billings, presented "Bring it To Billings" and the importance of convention recruitment to the Billings economy. Currently, 24% of Billings' market share is meetings and conventions. Stefan requested the Board's assistance in extending his reach and helping open prospective doors for Visit Billings sales efforts.

Local Option Authority Update

Dan Brooks presented information on the ACT (Authorizing Community Transformation) Coalition. The Chamber's number one priority is passage of a bill to request voter support for a local option tax authority. The goal is to not have this be the Billings Chamber's project but a project shared by many cities and towns in Montana and allowing communities the opportunity to fund projects they want or need. John stated over \$30,000 will need to be raised to support this basic campaign and if any businesses would like to help promote this issue to contact him.

REPORTS, ACTIVITIES, AND ANNOUNCEMENTS

Reports were included in the board packet.

Bill Cole reported that the Executive Committee is working on John's annual review. The Committee will bring back their recommendation to the Executive Session of the August Board meeting. Bill asked for all members to complete the committee engagement sign-up sheet and return to either John or Megan.

Alex Tyson reported that the airport remodel is underway and looking great. This could not have been done without the TBID Board leading the way and the great cooperation from Kevin Ploehn and the City. Alex noted that the Pace Report currently reflects room demand going up and down. This has been a very odd year and inconsistent but contributing factors include no state basketball tournament, business travel down, and the Bakken ripple effect. Occupancy has decreased due to the large supply of rooms within the city.

John Brewer reported on the Pace Report's new and cancelled members for the fiscal year end as well as the number of impressions and the dollar amount of media impact if the Chamber would have had to purchase. The Air Service Luncheon is scheduled for August 24th at the Crowne Plaza. Topics covered include the state of the industry as well as presentations from Kevin Ploehn and the Mead & Hunt air service consultant.

The Annual Meeting and Business Expo is scheduled for September 27th at the Billings Hotel & Convention Center. John noted that the nominations for the Legacy Award has been distributed to the Board. A quick turnaround is needed so that there is proper time to surprise the recipient and for media coverage. The award will be presented at the annual meeting in September.

Partner Updates

City – Tina Volek reported that the new librarian will begin their position on August 1st and the City is still in the process for hiring a new planning director.

Big Sky ED – no report.

Billings TBID – Ginny Hart reported that she will be stepping away and Mike Nelson will be providing updates from the TBID.

SEMT – no report.

Cultural Partners/Downtown – no report.

SD#2 – no report.

Meeting adjourned at 5:08 pm.
Submitted by Megan Stevenson.

Billings Chamber Board of Directors

Variance Report

For month ending July 31, 2016

July's revenue over expenses is \$6,186 over budget.

Revenue is \$3,575 over budget due to the following variances:

- Membership Dues are \$6,055 over budget. New member sales are over budget and anticipated dropped members are under budget.
- CVB Admin Revenue is \$2,750 under budget
- Membership Events is \$1,307 over budget:
 - Business After Hours is \$318 under budget from VIP cards and attendance revenue paid at the door.
 - NextGen Revenue is \$1,625 over budget from the yearly dues renewal.
- Strategic Priority Revenue is under budget \$403 from the optional 10% voluntary contribution.
- TBID Revenue is \$1,021 under budget from staffing changes.

Expenses are \$2,611 under budget.

- Membership Expenses are \$847 over budget.
 - Marketing expenses for Website Development is over budget \$98.
 - Membership Sales Expenses are \$828 over budget from Professional Meetings. Incumbent Worker Training funds were budgeted to help reimburse the costs for 1 membership staff to attend ACCE. As of this year, the state has changed their rules for reimbursement and will no longer fund for any conventions, conference, expo or summit. Staff will continue to see if any of their professional training classes will qualify for reimbursement.
- Business Advocacy Expenses is \$164 under budget.
- Strategic Priority Expenses are \$75 over budget.
- Payroll Expenses are \$2,999 under budget from staffing changes.
- Building Expenses are \$131 under budget.
- General Administrative Expenses are \$239 under budget.

**BILLINGS CHAMBER OF COMMERCE
OPERATING RESULTS
JULY 2016**

----CURRENT MONTH----			----FISCAL YEAR TO DATE----		---Prior YTD---
ACTUAL	BUDGET		ACTUAL	BUDGET	2015-2016
REVENUE					
46,508	40,453	MEMBERSHIP DUES	46,508	40,453	37,053
16,000	18,750	CHAMBER CVB ADMIN REVENUE	16,000	18,750	-
-	-	CHAMBER CVB OTHER REVENUE	-	-	-
43,632	42,325	MEMBERSHIP EVENTS	43,632	42,325	28,678
100	-	AD SALES	100	-	-
1,097.00	1,500	STRATEGIC PRIORITY	1,097.00	1,500	2,406
36,011	37,032	TBID REIMBURSEMENTS	36,011	37,032	32,632
458	170	ALL OTHER REVENUE	458	170	326
143,805	140,230	TOTAL REVENUE	143,805	140,230	101,094
EXPENSES					
-	-	CONVENTION & VISITOR'S BUREAU	-	-	-
2,675	1,828	MEMBERSHIP	2,675	1,828	5,447
94	258	BUSINESS ADVOCACY	94	258	136
3,775	3,700	STRATEGIC PRIORITY	3,775	3,700	12,712
80,753	83,752	PAYROLL & RELATED COSTS	80,753	83,752	73,311
6,117	6,248	BUILDING & RELATED COSTS	6,117	6,248	3,197
10,201	10,440	GENERAL ADMINISTRATION	10,201	10,440	9,333
103,615	106,226	TOTAL EXPENSES	103,615	106,226	104,136
\$40,190	\$34,004	NET REVENUE (EXPENSES)	\$40,190	\$34,004	(\$3,041)

	Current Month	Last Month	Last Year
CASH:			
UNRESTRICTED	\$69,196	\$41,685	\$23,705
MONEY MARKET ACCOUNT	\$91,807	\$91,784	\$42,171
RESTRICTED:			
YELLOWSTONE KELLY	\$2,818	-	\$2,637
TRAILS	\$8,180	8,180	\$5,165
TOTAL	\$172,002	\$141,649	\$73,678

Fiscal Year Ends June 30, 2017

Line of Credit Balance 0

**Membership Report
For the Month July 2016
As of: August 8, 2016**

	2015-2016			2015-2016		2016-17
	Count	Dollars		Count	Dollars	Count
						Year To Date
	1,233	\$753,970.50		1,181	\$648,365.50	
New Members	17	9,300.00		15	7,675.00	17
Cancellations	(8)	(3,386.00)		(16)	(6,025.00)	(8)
***Dues Adjustments		1,063.00			5,818.00	
** Reinstatements				1	375.00	
Ending Balance	1,242	\$760,947.50		1,181	\$667,472.00	

Dropped Members

Lack of Time

Acorn Plumbing & Heating
Step, Inc.

No Response

Arthritis and Osteoporosis Center
Faith Electrical Services
Yellowstone Wildlife Sanctuary

No Value

Burns Insurance Agency, Inc.
Suave Sedan

Sold

Old Chicago

New Members

A Perfect Fit
Billings Christian School
Billings Tech Guys
CK Tech
Diamond Clean
Girl Geek Communications
Golden Corral
Hail Team 6
Metro Realtors West-Jason Leininger
Nancy Brook
Paul Davis
Rambur Construction, Inc.
Restor Design & Build
Simply Mac
The Rustic Nail Bar & Day Spa
Thomas Smile Designs
United States Postal Service

Dues Adjustment

July \$1,063

90+ Days Past Due

Pizza Ranch
Simply Wine
Burger King Grand Ave.
Suppers Ready
Attention to Detail
Small Dog Realty – Jessie Stefek
Limber Tree Yoga Studio & Spa
Lamar Outdoor
Ferguson Enterprises
Spectrum Business
Dan Fleury Construction
Western States Fire Protection
Three Sights Indoor Shooting Range
Waddell & Reed
FUSE IT Pipe and Supply
Tea City & Cupcakes
Yellowstone Family Dental
Total \$9,005.38

60+ Days Past Due

Tower Group, LLC
Murtagh Municipal Engineering
Legal Shield: Greg Kohn
US Health Advisors
Stacked – A Montana Grill
Outlaw Canyon Adventures
Twisted Spoke Cycles and Apparel
ABC Advanced Automotive Service
Wild West Rafting & Horseback Riding
America's Swimming Pool Co.
Billings Catholic Schools
Dynamark Security Center
Rocky Mountain Insurance Brokers
Berry's Cherries, Inc.
Custer Battlefield Museum
Shepherd-Warrior Martial Arts
Big Frog Custom T-Shirts and More
Alpha Omega Disaster Restoration

60+ Days Past Due cont'd...

Beartooth Cross Fit
The Beauty Mark Salon LLC
Bay, LTD
Yellowstone Fitness
Total \$8,012.50

30+ Days Past Due

Aspen Grove Apartments
Buffalo Jump Sip & Pint
U Do Yogurt
New West Medicare
Cartridge World
Canyon Creek Brewing
Patti's Country Cottage
Heights Car Care
Epon Sign Co.
406 Kitchen & Tap Room
Hardrives Construction, Inc.
Spring Creek Landscape Company
Candy Town USA, Inc.
J&R Enterprises, Inc.
Montana Silversmiths
ACES
Sears
Big Guy Barbeque
Purplesnow Promotional Products
Total \$7,367.42

Ag Committee Meeting Notes

August 5, 2016

Acting Committee Chairman
Chamber staff:

Clark Fletcher
Bruce MacIntyre

Clark Fletcher thanked everyone for coming and gave a special thanks to Taylor Brown and KGHL for buying the coffee for all of our attendees at all of the Ag Committee meetings. Members present then introduced themselves and guests.

Upcoming Events:

- MontanaFair 4H breakfast will be on Thursday August 18th from 7:00 to 8:30. Cooks should be there by 6:00 and servers by 6:30.
- NILE has requested a breakfast on Monday, October 17th from 7:00 to 8:30. The committee approved the request and McCall Linke will get information to us on the numbers.

Nominating Committee:

Butch Bratsky and Clark Fletcher reported on the calls they had made and that after visiting with a number of people, they asked Courtney Kibblewhite to be the Chair Elect and she agreed to have her name put forth. The committee members approved her appointment and the members congratulated her for stepping forward.

Next Meeting:

With the first Friday falling at the beginning of a long weekend, it was agreed to move the meeting to September 9th.

Ray Massie, Marketing Director at MetraPark reviewed new things to expect at this year's fair. This is the 37th annual return of the Mighty Thomas Carnival and they have been good partners over the years. They also have purchased a number of animals at the stock sale and donated them back. The fair is the largest event held in Montana and sales on the fairgrounds will exceed \$7 million dollars for the 9 days. At present sales are at 177% of revenue compared to last year. The Junior Livestock Sale will be renamed the Pat Goggins Livestock Sale to recognize Pat for all he did for 4H. During the fair, there will be about 10,000 animals on the grounds over the 9 day period.

Roundtable discussion:

- Beets look very good and group size, sugar content and yields should be equal to last year.
- Hay is running \$110 to \$160 depending on the location in the state and hay conditions.
- SM Energy will be closing its Billings office and relocating personnel
- Conditions are dry in our area but look very good in the northern third of the state.
- YBGR will be contacting businesses and offering tours so the business community can familiarize themselves with activities and space availability for meetings that the ranch has to offer
- McCall Linke will be presenting to the committee on activities at the NILE.

Meeting adjourned at 8:15. There were 22 attendees.

Next Meeting will be on September 9th at the Residence Inn

