



MINUTES

BILLINGS HOTEL & CONVENTION CENTER

APRIL 20, 2011

The meeting was called to order at 12:50PM. Represented were: Best Western Kelly Inn, Bighorn Resort, Billings Hotel & CC, Carlin Hotel, Country Inn & Suites, Crowne Plaza, Days Inn, Dude Rancher Lodge, Hampton Inn & Suites, Hilton Garden Inn, Holiday Inn Grand Montana, LaQuinta Inn & Suites, Billings Chamber, Cynroc, Group Destination Planners, HuHot Mongolian Grill, Metrapark, Northwest Placement USA, Thrifty Car Rental and Western Heritage Center.

INTRODUCTIONS:

Members and guests were introduced. Guests attending were Larry Lambert of Bozeman and Candace Atkinson, new GM of Super 8 Billings. Ginny Hart thanked Ron Spence of the BH&CC for hosting the meeting.

CONSENT AGENDA:

March minutes and the Financial Report were approved as received via email.

NEW BUSINESS:

Ginny gave a brief overview of Linx, which serves as a co-op connecting businesses who provide transportation to those needing it. Transportation can be provided to and from properties and other venues. This company will give a presentation to the association at a future meeting.

OLD BUSINESS/OTHER BUSINESS:

None

PARTNER UPDATES:

TBID-CHRIS

Chris reported that the TBID Board has completed their Budget planning and submitted it to the city for approval

METRAPARK-SANDRA

Sandra thanked the Association for their support during the Sneak-A-Peak featuring Women of Faith and Elton John. Bids have been submitted to MHSA at historical rates – they bid on everything that was open. 2012 will host State Wrestling and Class C Basketball. A Press Conference the end of April will feature Basketball and Fair announcements. Sandra mentioned that \$5,000-\$10,000 in TBID monies provided helps to cover their event costs and “sincerely thanks” the hoteliers.

CHAMBER – KELLY

The Stay & Play promotion in February and March was successful and they experienced excellent traffic on the website. She reminded the group that they can promote their property/business there anytime.

CHAMBER – TOM

Special Olympics has distributed a letter and Press Release to the group. Properties interested in offering lodging should contact them directly. There will be no RFP for lodging.

The Fam Tour resulted in 16 meeting planners attending from Montana, Boise, Omaha, Washington, Colorado and Pennsylvania. Receptions and meals were held at the Crowne Plaza, Holiday Inn Grand Montana, Hilton Garden Inn and Northern Hotel. Guests were given a tour of the city that included a drive-by of all properties. He anticipates seeing business from this tour, particularly a Beard Growing Competition.

ANNOUNCEMENTS/COMMENTS:

Lilly Moore of Group Destination Planners reminded the group that no matter where she travels she promotes Billings!

Carla Ulschak of Thrifty-Budget Car Rental thanked the group for referring guests to her. She reminded the group again that she will have 12-15 pp passenger vans this summer.

Larry Lambert asked specific questions re: how the TBID is set up as they are pursuing this in Bozeman. Many were forthcoming with comments and opinions on this matter.

ADJOURNMENT:

The next meeting will be May 18th. Venue to be announced.
The meeting was adjourned at 1:30PM.