

**Montana Lodging and Hospitality Association
Board of Directors Meeting
Best Western Premier Great Northern Hotel Helena
December 18, 2018**

Members Present

- | | | |
|---------------------------|------------------|------------------|
| • Bryce Baker | • Ryan Kunz | • Jim Tucker |
| • Karen Baker – via phone | • Barbara Moran | • Steve Wahrlich |
| • Valerie Edwards | • David O'Connor | • Joe Wilson |
| • Tim Giesler | • Dax Schieffer | • Tina Wiser |
| • Becky Henne | • Matt Sease | |

Members Absent

- | | | |
|--------------|----------------|---------------|
| • Blair Hope | • Erica Kimble | • Shelli Mann |
|--------------|----------------|---------------|

Others Present

- | | |
|------------------|----------------------|
| • Stuart Doggett | • Charlotte Lauerman |
|------------------|----------------------|

Call to Order and Announcements

The meeting was called to order by Chair Matt Sease at 12:50 pm.

Agendas / Approval of Minutes

Motion: It was moved to accept the minutes of the October 21, 2018 Board of Directors meeting. Motion was seconded and approved.

Financial Reports (Attached)

Stuart presented highlights of the actual expenditures versus the budget and reviewed income and expenses versus the previous year.

Motion: It was moved to accept the financial report. Motion seconded and approved.

COMMITTEE & COUNCIL RELATED UPDATES

Membership / Non-Dues – Ryan Kunz, Stuart Doggett

Ryan requested everyone keep an eye out for new properties in their areas and offer the construction rate membership. Matt mentioned his conversation with the Campgrounds and RV Owners Association of Montana and will talk to them about potentially becoming MLHA members by joining as the B&B members did at \$65/entity. Ryan thought we could also approach the vacation rental properties with a similar deal and will reach out to them to see if there is interest.

Motion: It was moved to allow Chair, Mat Sease, to offer the Campgrounds and RV Owners Association of Montana MLHA memberships at \$65/entity. Motion seconded and approved.

Reni Mathew with Chase called into the meeting requesting all board member properties get an audit done to see if Chase's merchant services could save them money and then pass along the information to the full membership.

Legislative/PR – Steve Wahrlich, Stuart Doggett

Stuart highlighted a few of the bills MLHA is currently tracking for the 2019 session – which starts on January 7th, 2019; noting there are a lot of bills looking to expand the bed tax. Concerning our online marketing bill, he noted a company called Host Compliance that provides short-term rental compliance enforcement technology for governments. We will decide if we may need their services as our bill proceeds.

Stuart informed us that the Department of Commerce will no longer be providing a legislative update email as they have in past sessions. Tourism Matters expressed interest in partnering with MLHA on developing a similar communicative email on tourism related bills. They suggested sharing a \$5,000 fee with us to pay their lobbyist's firm to provide this information. Stuart noted that MLHA already provides a similar legislative email to our membership and suggested we could enhance this email to accommodate all tourism interests and send it out every Wednesday and during emergencies. MLHA could pay Charlotte during the session to provide this service.

Motion: It was moved to pay Charlotte extra compensation during the 2019 Legislative session to assist on a weekly, Legislative update email. Motion seconded and approved.

AH&LA Updates, Steve Wahrlich

Steve announced that Katerine Lugar's replacement has been announced: Chip Rogers, former CEO of AAHOA.

Convention / Education – Tim Giesler, Charlotte Lauerman

The convention committee reviewed the 2018 convention evaluations and schedule and started planning the 2019 Fall Tourism Conference. Speaker ideas were discussed, and committee members were assigned speakers to reach out to. Ideas: having Jeff Kauffman back as keynote, Wendy Sampson, Go Green panel, Dept. of Revenue and liquor and gambling laws review.

New vendor involvement ideas were discussed, including working harder to secure local tourism related businesses to participate. Valerie also noted we should update the first timer process to be more engaging.

The theme will be, "Roaring 20s". The convention committee will continue to discuss via conference calls.

Executive/Budget – Matt Sease, Stuart Doggett

Valerie shared a board survey she thought might be useful for our board to complete and then discuss. The Executive Committee created a Governance Committee to investigate this survey later in the spring. Volunteers were requested, and Matt will finalize.

Rather than appoint a bylaws committee as was discussed at previous board meetings, the Executive Committee will review the bylaws for clarifications and changes.

Stuart reminded everyone that Meg O'Leary spoke at our recent membership meeting in Butte and the MSU Hospitality Program is requesting monetary support. Stuart suggested a \$5,000 donation in return for a seat at the advisory table.

Motion: It was moved to give \$5,000 to the MSU Hospitality Program over 3-4 years in return for a seat at the advisory table: \$500 in January 2019, \$1500 in July 2019 and three, \$1,000 donations in July of 2020, 2021, and 2022. Motion seconded and approved.

Sales Council, Erica Kimble

Erica was not present to give her report, but emailed Matt her updates. There are currently 35 active Sales & Marketing Council members; 8 being new. Erica is the new president, with vice president Melissa Sigmundstad moving into the role in 2020.

The June Sales and Marketing retreat will be held at the Cottonwood Inn in Glasgow and Erica and Melissa are working on speakers. She also noted they are encouraging their members to regularly use their Sales & Marketing Facebook page to stay engaged.

Other/Next Meeting/Adjourn

It was announced that the next MLHA Board Meeting will be held May 30th at the Springhill Suites in Bozeman. There being no further business the meeting adjourned at 2:30pm.

Tasks

MLHA Staff:

- Email current bylaws to all board members
- Contact Tourism Matters about legislative communication efforts
- Develop talking points for MLHA's online marketing bill
- Contact MSU Hospitality program about funding donation

Matt Sease:

- Reach out to the Montana RV and Campground Owners Association of Montana and offer the \$65/entity rate as we did with the Montana B&B Association.
- Finalize Governance Committee members

Ryan Kunz:

- Reach out to vacation rental property companies to feel out their interest in joining with MLHA.

Convention Committee:

- Speaker contact assignments

Membership Committee:

- Pursue new memberships at construction rate as well as other areas