

**Montana Lodging and Hospitality Association
Board of Directors Meeting
SpringHill Suites Bozeman
May 29, 2019**

Members Present

- Karen Baker – via phone
- Tim Giesler
- Becky Henne
- Erica Kimble
- Shelli Mann
- Barbara Moran
- Dax Schieffer
- Matt Sease
- Jim Tucker
- Steve Wahrlich – via phone
- Joe Wilson
- Tina Wiser

Members Absent

- Bryce Baker
- Valerie Edwards
- Blair Hope
- Ryan Kunz
- David O'Connor

Others Present

- Stuart Doggett
- Charlotte Lauerman

Call to Order and Announcements

The meeting was called to order by Chair Matt Sease at 12:30 pm.

Agendas / Approval of Minutes

Matt noted that at the last board meeting, the Executive Committee created a Governance Committee to investigate a board survey that was to be revisited this spring. This inquiry will be held off until after the annual convention.

Jim pointed out a correction in the MSU Hospitality Program donations – minutes should be updated to reflect, “three, \$1,000 donations in July of 2020, 2021, and 2022” rather than “\$3,000”.

Motion: It was moved to accept the minutes of the December 18, 2018 Board of Directors meeting, as amended. 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

Executive/Budget – Matt Sease, Stuart Doggett

Stuart went over the 2019-2020 proposed budget that he had previously reviewed with Matt and Tim. There were no questions or concerns.

Motion: It was moved to accept the 2019/2020 budget. Motion seconded and approved.

A bylaws subcommittee was previously formed and made several changes to the bylaws that were then reviewed by all board members. All changes were accepted, with a few minor edits requested.

Motion: It was moved to accept the 2019 bylaw revisions as presented, with the following change to Article V, Section 1: The Board of Directors of the Montana Lodging and Hospitality Association shall consist of eight (8) elected board members,

who must be managers in any operational division of an Active member property or properties. In addition, all instances of *Chairman* must be updated to *Chairperson*. Motion seconded and approved.

Per the bylaws, MLHA staff will inform the MLHA membership by October 10, 2019 (ten days prior to the next annual membership meeting) of the proposed bylaw changes so they can be voted on by the membership.

Membership / Non-Dues – Matt Sease for Ryan Kunz, Stuart Doggett

Ryan was not able to attend the meeting, so Matt and Stuart provided the report. Stuart reached out for ideas about the upcoming dues renewal letter. It was suggested the letter discuss important, recent legislative information and benefits offered only to MLHA members. Keeping the letter brief was encouraged.

With high employee turnover, dues renewal notices are often delivered to managers and owners no longer affiliated with member properties. Charlotte will send out a current list of all MLHA Lodging members for board members to review and update. Last year's unpaid list as well as the current Top Prospects list will be sent out for review as well. Charlotte obtained the Governor's Conference attendee list and narrowed the list down to non-MLHA lodging attendees and will send out for the board to also review.

MLHA would like to start a new membership drive and discussed discount offers with the board. It was decided to make a "50/50" offer of 50% off dues and 50% off up to two convention registrations.

Stuart also asked the board about new properties in their areas and to reach out and offer the construction rate membership.

Legislative/PR – Steve Wahrlich, Stuart Doggett

Stuart highlighted a few of the bills MLHA tracked during the 2019 Legislative session: HB 293, HB 329, HB 365, HB 623, HB 661, HB 749, SB 147, SB 241, SB 332, SB 338, HJ 35 and SJ 24.

Dax gave a brief Voices of Montana Tourism update – thanking the board for all their support. Voices is continuing to strengthen relationships with other tourism partners and has shared their story with 30 audiences and over 1500 people – with the focus being on industry collaborators.

Convention / Education – Tim Giesler, Charlotte Lauerman

The convention committee reviewed the 2019 convention schedule and finalized the last of the speaker topics. Charlotte will contact AHLA to ensure their speaker topic is available for this year. The committee hopes to get the agenda and all information finalized soon so registration can be available early.

The committee will work on increased sponsorships and recruiting more allied members from within their suppliers that currently do not attend. Charlotte will mail all board members color convention flyers so they can share with other properties in their areas.

To encourage theme participation, \$100 will be given to the vendor with the best decorated booth. The top three costumes for each Monday and Tuesday nights will receive \$100 for first prize. Second and third prizes for each night will receive donated spirits and beer from the local Missoula distillery and breweries. Lambert hotels will donate \$200 total for the two top costume prizes and Tim will work on the donations for the second and third place prizes. MLHA will cover the booth prize expense as a convention expense.

It was also suggested to offer paper evaluations after each session to get better and more current feedback from participants.

Stuart concluded this committee discussion pointing out the thank you MLHA received from the MSU Hospitality Program for our donation. MLHA has been invited to participate on their Advisory Council and will try to attend their next meeting. Dax noted he did a Voices overview for them at the most recent meeting.

AH&LA Updates, Steve Wahrlich

Stuart gave an update for Steve – mentioning funding for Brand US in the Federal Budget. Several senators signed onto letter to retain this funding, but Senator Daines' staff initially showed reluctance due to a higher budget item score. They ended up signing, so Stuart encouraged board members to thank Senator Daines for showing his support of Brand US. AH&LA was very happy with the MLHA for their assistance.

Lastly, there have been a few staff changes at AH&LA, including the new CEO Chip Rogers. These changes seem to be working out well and the national association remains strong.

Sales Council, Erica Kimble

Erica noted that there are currently 39 active Sales & Marketing Council members. There are nine people signed up for the Sales & Marketing Retreat being held at the Cottonwood Inn in Glasgow. Low attendance was discussed, and Erica asked if early June was a bad time for GMs to have their Sales staff gone. It was concluded that it isn't necessarily a bad time and that location may have something to do with low attendance. Erica noted that the speakers will be able to offer more special attention to the small group.

Other/Next Meeting/Adjourn

It was announced that the next MLHA Board Meeting will be held Wednesday, August 14th in Helena. There being no further business the meeting adjourned at 2:30pm.

Tasks

MLHA Staff:

- Email list of current MLHA members to board for review of GMs
- Email list of Top Prospects to board for review
- Email Prospective Allied membership application and Trade Show registration to convention committee.
- Invite Governor's candidates to the Governor's Candidate Forum at the convention
- Share new website with board for feedback
- Work with Dax to obtain pictures/videos for new website
- Create and share new membership drive 50/50 offer with board
- Update bylaws with changes from board meeting and deliver to MLHA membership at least 10 days before the annual meeting.

Convention Committee:

- Reach out to non-member suppliers used and invite to Trade Show
- Add ideas to the Pinterest page Erica created

Entire Board:

- Review/complete tasks listed above when received from MLHA staff
- Pursue newly built (or being built) properties in your area and offer construction rate