

**Montana Lodging and Hospitality Association
Board of Directors Meeting
Fairmont Hot Springs Resort
October 23, 2016**

Members Present

- Scott Arensmeyer
- Karen Baker
- Robert Carette
- Valerie Edwards
- Greg Elliot
- Tim Giesler
- Trevor Haar
- Paula Ruark
- Dax Schieffer
- Matt Sease
- Betty Stone
- Jim Tucker
- Steve Wahrlich
- Joe Wilson
- Tina Wiser

Members Absent

- Bryce Baker
- Bill McGladery
- Jeff Schoenhard

Others Present

- Stuart Doggett
- Charlotte Lauerman
- Erica Kimble

Call to Order and Announcements

The meeting was called to order by Chair Steve Wahrlich at 4:00pm.

Agendas / Approval of Minutes

Motion: It was moved to accept the minutes of the September 15, 2016 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 REPORTS

Executive/Budget – Steve Wahrlich, Stuart Doggett

Steve let everyone know that there was about 75% board participation in the vendor survey we just sent out. We will send out a similar survey to the general membership after the convention to get a better feel for current vendor usage. An additional option will be added: “Do you want to know more about this vendor”.

The board will then look at the high usage vendors and consider why they are used more often and possibly apply the information to increase usage in other vendors.

Four director positions are set to expire: Robert Carette, Tim Giesler, Jeff Schoenhard and Joe Wilson. The nomination committee was selected: Jim Tucker, Paula Ruark and Tina Wiser.

Creating a 2-year rather than 1-year allied director was discussed. The bylaws do not have to be changed to change the term time, but if we want the alternate to have a vote, the bylaws do have to be changed.

Motion: It was moved to have the term of the Allied Director elected at the General Meeting be for two years. Motion seconded and passed.

Steve appointed a bylaws committee to look at the bylaws including the Allied Director positions and terms language: Stuart Doggett, Scott Arensmeyer and Matt Sease.

Membership / Non Dues – Matt Sease

Matt noted that we have 168 lodging members, 40 allied members with 34 participating in the Trade Show. We will be introducing incentives to the general membership after convention to get help in recruitment: we will request gift cards from current properties to award to current members that recruit new lodging members. A 50% convention registration to the current member will also be offered for the referral.

Moving forward, board members will try to recruit members, in person, in the areas where board meetings are held.

Matt ended by asking the board to think about what other incentives we can offer new properties to join. He noted that some properties aren't even interested in joining under the low-cost, construction rate.

Legislative / PR – Steve Wahrlich, Stuart Doggett

Voices of Montana Tourism Update: Dax noted he had been with Voices for one year now. The Voices structural changes are in place – it has been reincorporated as an independent 5013C as of January.

He said the seven business education roundtables held so far have been successful. The last one will be held in Bozeman on Thursday, October 27, 2016.

Stuart gave a legislative update: almost 600 bills have been pre-filed with a lot of infrastructure bills. He has flagged 18 bills, including LC508 that would use the 4% bed tax money to fund a Calgary tourism office with 2-3 employees that we will not support and LC218 that would extend the local resort tax option to communities of all sizes.

He attended a recent Infrastructure Coalition Meeting where 15 different items were discussed. Infrastructure during this session will focus on roads, bridges, water and sewer. The bed tax was mentioned, but not selected as a primary funding source. The group suggested funding from a gas tax and a sub-trust of the coal trust and they have not finalized their work.

Stuart informed us that the Governor Forum held in conjunction with the convention will take place on October 25th with Gianforte speaking at 11:30am and Governor Bullock speaking at 2:30pm. Steve reviewed the forum rules and noted that the press would be in attendance.

AH&LA, Steve Wahrlich

Steve noted there was a great showing at a meeting with Senator Daines on October 11th in Billings concerning online booking scams. Daines is co-sponsoring this bill with Senator Nelson out of Florida.

Steve said seven board members have yet to donate to the AH&LA Hotel PAC. He would like to tell Brian Crawford, who will speak at convention on Tuesday, that we have 100% donation participation from the entire MLHA Board.

Sales Council, Valerie Edwards

Valerie said the council currently has 18 non-renewals. She asked the board for help with those that have not paid and noted she would probably get 16 for sure renewals out of the 18. We have 24 current Sales & Marketing members, 12 being new. If all 16 renew, the council will have 42 members.

Bids for the June retreat will go out after the conference.

Convention / Education – Karen Baker, Charlotte Lauerman

Karen reviewed the conference agenda and conference packets were handed out to all those in attendance. Mentoring assignments for first time members were reviewed as well as those board members introducing speakers.

Stuart reviewed the membership meeting agenda. Matt and Scott were appointed to do this year's resolutions.

Next Meeting/Adjourn

The next meeting of the MLHA Board of Directors will be January 11 in Helena. Meeting Adjourned at 5:55pm.