

**Montana Lodging and Hospitality Association
Board of Directors Meeting
Best Western Premier Great Northern Hotel
December 7, 2017**

Members Present

- Scott Arensmeyer
- Karen Baker
- Rick Cabrera
- Valerie Edwards
- Tim Giesler
- Ryan Kunz
- Shelli Mann
- Matt Sease
- Jim Tucker
- Steve Wahrlich
- Joe Wilson
- Tina Wisner

Members Absent

- Bryce Baker
- Trevor Haar
- Bill McGladery
- David O'Connor
- Betty Stone
- Dax Schieffer

Others Present

- Stuart Doggett
- Charlotte Lauerman

Call to Order and Announcements

The meeting was called to order by Chair Matt Sease at 1:10pm.

Agendas / Approval of Minutes

Motion: It was moved to accept the minutes of the September 24, 2017 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

Membership / Non-Dues – Shelli Mann, Stuart Doggett

The unpaid properties were again reviewed and assigned to board members to contact.

The Top Prospects list was reviewed, some properties were removed, and several were assigned to board members to contact to join.

Big Sky Gas gave a 20-minute presentation about a potential partnership with the association. Big Sky Gas doesn't cover the entire state and cannot operate in eastern Montana (our entire membership would not be included), so there was some concern.

The relationship is tabled until the next meeting so we can do more research. Tim will use his property as an example to see what the savings will be. We will do reference checks to get feedback and we'll also request a sample draft contract from them.

Goals will be discussed at the next board meeting.

Legislative / PR – Steve Wahrlich, Stuart Doggett

Steve talked about the special session and how Stuart and Amiee Grmoljez worked very well together for the association.

The Department of Revenue visited with the committee members – we are trying to work with them on audits: specifically, what is the proper documentation they'll accept and what are best practices.

Short-term Airbnb rentals were also discussed. Studies have been done in larger cities and we asked the DOR to do a study specific to Montana so we have more factual data when the Legislature meets again.

Matt thanked Stuart, Amiee and Steve for their hard work during the special session.

Voices, Dax Schieffer

Dax was absent so Stuart summarized that Dax has done a great job and a Voices update letter was included in the board packet.

Convention / Education – Tina Wisler, Charlotte Lauerman

The committee started the preliminary planning of the convention. The evaluations from the 2017 convention were reviewed. Rick would like to re-write the vendor evaluation questions for next year as well as create more fanfare for the vendor of the year award during the vendor breakfast.

It was noted that mentor assignments were hard to do when there were more than two, so it was decided to have a maximum of two first timers per board member and we will reach out to past board members if need be.

Speakers were discussed with assignments to contact potentials to get pricing and availability.

The committee would like to add the scholarship back this next year by offering two free conference registrations, including lodging. The recipients would be nominated by someone rather than applying.

We will also contact MSU and again offer a free booth for Allied Membership renewal and request that they use the convention as a field trip for their current students. We will offer a less expensive registration fee or work something out with them.

Lastly, recreational activities will be added to Sunday afternoon/evening as well as earlier sessions on Monday to try and get registrants to come to the convention Sunday rather than Monday.

AH&LA Updates, Steve Wahrlich

Steve noted it has been relatively quiet on the national front. The online booking scam bill is moving along very slowly and he's not sure what the status is. Steve was excited to let us know that we were the first association to have 100% board participation in donations to AH&LA's PAC and he'd like for us to do the same this year as we've established a very good working relationship with them. He also mentioned we should start discussing partnering with AH&LA or looking at a PAC for Montana.

Stuart reviewed the changes in the new Partner State AH&LA contract – they are now moving to flat rates.

Motion: It was moved to accept the new AH&LA contract under the option offering the \$10,000 rate. Motion seconded and approved.

Steve noted the Legislative Action Summit is now in September rather than May. Steve and Matt both plan to attend and because of the new date, we can adjust in the budget accordingly.

Sales Council, Valerie Edwards

Valerie noted Erica Kimball, the current Sales & Marketing vice-president, will be moving into the president position at the convention in October. There are currently 54 potential Sales & Marketing Council members if all 27 unpaid renewals pay.

The retreat will be held June 3-6 at the Copper King in Butte.

She discussed the unintended consequence of the Copper King winning both the retreat location as well as the convention location. It was decided that on future applications we need to make clear that both cannot be at the same location.

Motion: It was moved to edit the Sales & Marketing Council Retreat and Fall Tourism Conference & Trade Show bid sheets to specify that properties can only bid on one or the other. Property bidders must also be a registered participant and attend the convention to apply for either conference. Motion seconded and approved.

Other

None.

Next Meeting/Adjourn

It was announced that the next MLHA Board Meeting will be held April 17-18 at Lone Mountain Ranch in Big Sky after the Governor's Conference. There being no further business the meeting was adjourned at 2:45pm.