

**Montana Lodging and Hospitality Association  
Board of Directors Meeting  
Lone Mountain Ranch, Big Sky  
April 19, 2018**

**Members Present**

- Scott Arensmeyer
- Bryce Baker
- Valerie Edwards
- Tim Giesler
- Ryan Kunz
- Shelli Mann
- Dax Schieffer
- Matt Sease
- Betty Stone
- Jim Tucker
- Steve Wahrlich
- Joe Wilson
- Tina Wiser

**Members Absent**

- Karen Baker
- Rick Cabrera
- Trevor Haar
- Bill McGladery
- 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 12:40pm.

**Agendas / Approval of Minutes**

**Motion:** It was moved to accept the minutes of the December 7, 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***

**Executive/Budget – Matt Sease, Tim Giesler, Stuart Doggett**

Stuart reviewed the proposed 2018/2019 budget. One change of note was more money budgeted for legislative expenses due to expected bed tax issues in the 2019 legislative session. The Sales & Marketing income and expenses were reviewed, and the Sales & Marketing Retreat income was increased from \$2,500 to \$3,200; reducing the Sales & Marketing Retreat expenses to \$2,500 after these actual expenses for the upcoming retreat were reviewed with Valerie.

**Motion:** It was moved to accept the 2018/2019 budget. Motion seconded and approved.

Also reviewed were the proposed dues increases. The Lodging dues were last increased in 2013, Allied in 2008 and Sales & Marketing in 2009. The proposed increases are:

**Lodging Dues (last modified in 2013): 173 members**

0-18 Rooms:	Currently \$95	Increase to \$99
19-50 Rooms:	Currently \$5.75/room	Increase to \$6.25 per room
50 Rooms+	Currently \$6.75/room	Increase to \$7.25 per room
Construction Rate	\$200	Raise to \$250

**Allied Dues (same since 2008): 51 members**

Currently \$300                      Increase to \$330

**Sales and Marketing Council (changed in 2009) 37 members**

Currently \$125 1st person-\$65 each additional. Keep the same.

**Motion:** It was moved to approve the MLHA dues increases as proposed. Motion seconded and approved.

Steve did make note that the dues increases were included in the aforementioned 2018/2019 budget.

Stuart let the board know he talked to the Montana B&B Association at the Governor's Conference about some kind of partnership because we have a lot of the same goals. Options on how to include them were discussed. Stuart will talk to them about possibly creating a council within MLHA specifically for B&B owners and we will revisit at the next board meeting. Shelli mentioned the same interest from the Campgrounds and she will informally visit with them as well.

Stuart then reviewed his 2018 contract proposal and asked if anyone had any questions. Stuart and Charlotte excused themselves to the board could discuss.

When they returned, Steve noted a little language clean up and implementing a fee increase July 1, 2018 rather than July 1, 2019 as Stuart proposed.

**Motion:** It was moved to accept Stuart's contract with the proposed language clean up and fee increase to start July 1, 2018 rather than July 1, 2019. Motion seconded and approved.

**Membership / Non-Dues – Shelli Mann, Stuart Doggett**

Shelli reminded board of their membership recruitment assignments – Charlotte will resend those assignments so everyone can review and update.

Stuart reminded the board of past membership recruitment offers and ideas and proposed that we start a new campaign this spring.

**Motion:** It was moved to offer new Lodging members 30% off dues and 50% off unlimited conference registrations for joining property. Motion seconded and approved.

The membership renewal letter was reviewed. The board suggested that the letter should be shortened, include a link to the website for benefit reminders and emphasize the legislative issues the association has worked on as well as been successful with. Charlotte will also create a closed Facebook Page for MLHA members only and that information will be included in the renewal letter.

To encourage renewal as well as quick renewal, we will offer those that renew by July 31<sup>st</sup> an entry into a drawing for a free convention registration.

Stuart let the board know that due to an organizational restructuring within Big Sky Gas, their planned partnership proposal to us will be put on hold for the time being.

The goals were reviewed: the board will continue to personally meet with current and prospective lodging and allied members in their areas and will direct people to the website for benefit highlights. In addition, non-member properties within 50 miles of Butte will be hand delivered an invite to attend Monday afternoon and evening of the upcoming convention free of charge.

Bryce also noted that there are many depressed properties in eastern Montana and asked if he could offer them discounted membership, going as low as \$100. The board decided that those types of properties will be handled on a case by case basis and it is up to the discretion of the board member contacting them to make a discounted offer.

### **Legislative / PR – Steve Wahrlich, Stuart Doggett**

Steve talked about the special session and how the proposed increase in bed tax was killed in committee but will be in play in the upcoming legislative session. He expressed that it is important for us to be involved in the discussions ahead of time rather than in Helena. He encouraged everyone to get to know their local legislators as the influence we have is locally at home rather than during the session in Helena. In anticipation of what is coming up, **Stuart developed three talking points to use:**

Stuart noted the CBRE study on airbnbs and is working on a press release to release the results. He'll first share with AH&LA, CBRE and key legislative contacts. He'll also get on the agenda at the upcoming TAC meeting, June 11-12.

### **Voices, Dax Schieffer**

Dax let everyone know he has been preparing for eight business roundtables in September and October and noted it is helpful to have lodging representatives at these meetings. He appreciated all the MLHA's support.

### **Convention / Education – Tina Wiser, Charlotte Lauerman**

The committee finalized most of the convention agenda, speakers and convention theme: Crown Yourself as Royalty at the Copper King for the 2018 Fall Tourism Conference & Trade show. Board members will work hard on sponsorships from local vendors they use. A new sponsorship format is being implemented with the main change being offering sponsorships of speaking sessions.

A new award will be given Monday night: *Friend of Tourism*. The winner of this award will be contacted ahead of time as they may not be a regular attendee of the convention. They will also be offered a table next to the registration desk to offer any of their relevant materials. The Allied Person of the Year award will remain at breakfast and we will again do the slide show during that time to introduce vendors.

Convention scholarships were discussed, and we will offer free convention registrations to four recommended students in the hospitality program at MSU.

### **AH&LA Updates, Steve Wahrlich**

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.

There has not been a lot of updates on the Online Booking Scam bill – Stuart said the Attorney General's office has reached out to him to provide recent, specific Montana examples and he will get those to them.

### **Sales Council, Valerie Edwards**

Valerie noted the Sales & Marketing Retreat will be held June 3<sup>rd</sup> – 5<sup>th</sup> at the Copper King in Butte and there are 15 people registered so far. The council currently has 40 members.

### **Other**

Matt directed everyone to the Addendum. He mentioned the Arkansas settlement with Airbnb. He also wanted to share with us the human trafficking information he received and would like the MLHA to share with members and at the convention.

### **Next Meeting/Adjourn**

It was announced that the next MLHA Board Meeting will be held August 23<sup>rd</sup> in Sidney. There being no further business the meeting was adjourned at 2:55pm.