



Board of Directors
Kristin Muchow, Jim C. Walker, Jody B. Olson, Hy Kloc, Chase Erkins

PUBLIC NOTICE

NOTICE OF WORK SESSION & REGULAR BOARD MEETING GREATER BOISE AUDITORIUM DISTRICT

**Tuesday, June 22, 2021
1:00 P.M. MDT Work Session
2:00 P.M. MDT Regular Meeting
Boise Centre West – Room 200**

**Board and Public Zoom Meeting
Join Zoom Meeting: <https://zoom.us/j/3192905355>
Meeting ID: 319 290 5355
or
Dial by Phone: 1 253 215 8782 US
Meeting ID: 319 290 5355**

Boise Centre continues to follow local, State and Federal guidelines related to the COVID-19 pandemic. Effective May 14, 2021 Boise City and Central District Health allowed for no masks to be required for vaccinated individuals and unrestricted meeting room capacities. Masks are suggested for non-vaccinated attendees and meeting rooms are set for maximum capacity.



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AGENDA

- I. Call to Order**
- II. Changes or Additions to the Agenda** **Action Item**
- III. Agenda:**
 - A. Business Updates Presentation:**
 - i. Intro: Pat Rice, Exec Director** **Discussion Only**
 - ii. Cody Lund, Assistant Exec Director (discussion of operations and food/beverage)** **Discussion Only**
 - iii. Cliff Clinger, Director of Marketing and Mary Michael Rodgers, Communications Manager** **Discussion Only**
- IV. Adjournment** **Action Item**



boise | centre

District Board Work Session / Marketing Update June 22, 2021

- **Meeting Industry Honors**

- Facilities & Destinations Magazine has awarded Boise Centre with a Prime Site Award. Given the unusual circumstances of 2020, readers nominated facilities based on their experiences working with the venues as well as the venues implementation of COVID safety measures and service to the community. The award winners will be officially announced and highlighted in the Facilities & Destinations 2021 Superbook scheduled to be published in late July.
- Smart Meetings Magazine has awarded Boise Centre with the 2021 Smart Stars Award for Best Conference Center. This represents the third year on a row Boise Centre has received this recognition.



- **Meetings & Events Happening Now, Now, Now Campaign**

- Campaign running for 6 weeks – Ends June 30
- Digital ads featured on the website of the Idaho Business Review, Idaho Press, Idaho Statesman, BoiseDev, LinkedIn, and Google.



- **New tradeshow materials**
 - Collaborating with Ward Hooper (local artist) on some new designs and concepts for some backdrops to be used at upcoming tradeshows. Anticipate having designs to review in the coming weeks. Three designs are being developed. One of which will be used at the Connect Marketplace in August.
 - Anticipate using this artwork on e-blasts, premium items, printed materials, etc.
- **District Website**
 - FAQs added regarding the Idaho Competitive Aquatics Center
 - CSL report added to the website on June 8, 2021
- **New Advertising Initiatives**
 - Banner ad on MPI (Meeting Planners International) website - 1 year agreement.
 - First of three ads has just run in Associations & Conventions Magazine. A new publication for additional exposure.



- **Upcoming Media Ads and Exposure**
 - June Smart Meetings / Top Conventions Centers issue
Small Market Meetings / Conventions Centers
M&C – Meetings & Conventions / Destination West
 - July Smart Meetings / Feature on Idaho, Montana, and Wyoming
Meetings Today / Idaho Feature
Facilities & Destinations / Prime Site Award Winners
 - August Idaho Business Review / Event Planning Guide
M&C Meetings & Conventions / Boise Destination Report
Idaho Travel Guide / 2022 Edition
Boise Valley Spotlight / Chamber of Commerce 2021-22 Edition
- **2021 Marketing Plan**
 - Placing third and fourth quarter ads in trade publications
 - July: Review digital media performance with Drake Cooper and evaluate plans and make necessary adjustments for the second half of the year