

Gold West Country
General Board Meeting –Boulder Hot Springs
April 22, 2010
Agenda

We have our brochure exchange so bring your brochures to trade up before the summer!

The meeting is at Boulder Hot Springs: 31 Hot Springs Rd, Turn **right** at **N Main St/MT-69 S**
Continue to follow MT-69 S, Turn **right** at **Hot Springs Rd**, hot springs will be on the left

Please RSVP by Monday, April 18., to goldwest@bresnan.net or call or fax 406-846-1943. *We need an accurate number for lunch count.* If you didn't RSVP please come anyway – we still want your presence. Lunch is \$10

Regular Meeting: 11:00 a.m. Executive Board: 10:00 a.m.

11:00 a.m. Welcome, Introductions, and Announcements

- I. Gold West Board
 - A. Approval of Minutes
 - B. Financial Report
 - C. Inquiry Report – Report from MARS STOUT

- II. Committee and Activity Report
 - A. Governor's Conference – All who were there
 - B. Rocky Mountain International Roundup – Sara Rowe, Sarah Bannon, and anyone else who was there
 - C. National Folk Festival – Info from George Everett
 - D. Montana Mountain Bike Alliance – Mike Strang, Chairman
 - E. Billings Recreation Travel Expo – Sara Rowe, Julie Shelton, Sarah Bannon
 - F. Top Ten Scenic Drives
 - G. Yellowstone Trail – Jim Jenner
 - H. TV ADS
 - I. Web Site Update and Feedback- Tempest Technologies – Shawn
 - J. 2010 -2011 Marketing Plan and Budget – all of us

- III. Other Business
 - A. Public Comment
 - B. Other

- IV. Next General Board Meeting – April 22 Boulder Hot Springs

Future Gold West Meetings: June 24 - Lewis & Clark Caverns Sept 23 - Helena

Gold West Country General Yearly Activity Outline

January	Annual Board Meeting – New Travel Guide, Election of Officers, Cooperative Marketing
March	General Board Meeting, Outline Budget
April	Finalize Budget, Brochure Exchange, Governor's Conference on Tourism and Recreation
June	General Board Meeting – set up travel guide for following year
September	General Board Meeting, Full-page advertising contracts due, 2010 Calendar of events due
September	All accommodation listings due, full-page advertisement artwork due, membership due
October	General Board Meeting, Print Advertising Schedule, Proof draft of Travel Guide
December	County Elections; no board meeting, travel guide committee meeting

To set up for Super Host trainings please contact the Gold West Representative, Becky Henne: bhenne0524@aol.com

Potential Topics for Speakers:

**Montana Office of Tourism: Branding,
Social Media (facebook, blogging, twitter, etc)
Montana Heritage Commission**