

**Gold West Country
General Board Meeting –The Butte Archives
Thursday, January 26, 2012
Agenda**

Meeting is at the Butte Archives on 17 West Quartz Street. Take either exit and head north. From Montana St. take a right on Granite, then a left on Main and then a left on Quartz.

From Harrison take a left on Front St. then a right on Main and then a left on Quartz.

Cost for lunch is \$10.00. Please RSVP by Monday, January 23rd, to goldwest@bresnan.net or call or fax 406-846-1943.

We would like an accurate number for lunch count. If you didn't RSVP please come anyway – we still want your presence.

Speakers: Kim DeLong, The Montana Shakespeare Company

10:30 a.m. Welcome, Introductions, and Announcements

I. Gold West Board

- 10:45 Approval of Minutes
- 10:47 Public Comment
- 11:00 Financial Reports - Sarah
- 11:05 Executive Director Report-Sarah
- 11:10 Executive Board Report – Mike Strang

II. Committee and Activity Report

- 11:15 Inquiry Report – MARS Stout, Rebecca Schmitz
- 11:20 Yellowstone Trail – Pat Hansen, discussion on Gold West Country future action – Mike Strang
- 11:25 MLHA Tourism PR Initiative Update, Voices of Montana – Sarah*
- 11:30 Gold West Country Marketing Retreat* Mike Strang
- 11:35 Gold West Country Road Show* Mike Strang
- 11:40 Montana Economic Development Assoc. (MEDA) – Mike Strang
- 11:45 Montana Shakespeare Company – Kim DeLong, Artistic Director
- 12:00 Lunch
- 12:30 Gold West Country Marketing Committee – Anna Provost and Connie Strang, Suzanne Elfstrom
- 12:35 Marketing & Travel Guide–Partners Creative, Suzanne Elfstrom
- 1:05 Website Committee – Julie Shelton, Tempest Technologies- Shawn Peterson*

Other Business

- 1:25 Cooperative Marketing* Sarah
- 1:30 Elections – nominating committee
- 1:40 New Business
- 1:50 Old Business
- 1:55 Other

III. Next General Board Meetings – March 22 -Philipsburg, April 26 – TBD, Sep. 27 – Ennis, Oct. 25 - TBD

Starred items to be discussed at the executive board meeting.

Board Members – please assign a proxy in the event that you can't attend.

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, 2012 Calendar of events due
September	All accommodation listings due, full-page advertisement artwork due, membership due
Oct. – Nov.	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

Topics to track: Cooperative Marketing, Yellowstone Trail, Birding Site, Bicycling, Cultural Heritage, TIPP & Special Events

Gold West Country Board Meetings are open to the public.