

**Southwest Montana
General Board Meeting –Ennis
Thursday, September 27, 2012
Agenda**

Meeting is at the Madison Valley Public Library on 210 West Main Street.

Cost for lunch is \$10.00. Please RSVP by Monday, Sep. 24th, 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.

Regular Meeting: 10:30 a.m.

Executive Board Meeting: 9:30 a.m.

Special Note: Special Event Grant Program (SEGP) – deadline October 19, 2012

For applications and information please go to: <http://travelmontana.mt.gov/forms/index.asp>

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

I. Southwest Board

- 10:40 Approval of Minutes
- 10:42 Public Comment
- 10:45 Financial Reports - Sarah
- 10:50 Executive Director Report-Sarah
- 10:53 Executive Board Report – Mike Strang

II. Committee and Activity Report, Discussion, Approval, and Updates

- 10:56 Inquiry Report – MARS Stout, Rebecca Schmitz
- 11:00 Voices of Tourism– Mike Strang
- 11:15 Tourism Matters – Sarah
- 11:20 Visitor Information Centers - Sarah
- 11:25 Marketing, Travel Guide–Partners Creative, Suzanne Elfstrom
- 12:00 Lunch
- 12:30 Marketing, Travel Guide continued - Suzanne
- 12:45 Website – Tempest Technologies, Shawn

Other Business

- 1:15 New Business
- 1:25 Old Business
- 1:35 Other

III. Next General Board Meetings – Ennis, Oct. 25 – Lewis and Clark Caverns

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

Marketing Committee – please meet after the meeting to discuss the travel guide.

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 information 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
Southwest Montana Board Meetings are open to the public.**