

**Southwest Montana  
General Board Meeting –Lewis and Clark Caverns  
Thursday, October 25, 2012  
Agenda**

**Meeting is at the Lewis and Clark Caverns.**

**Cost for lunch is \$10.00. Please RSVP by Monday, October 25th, to [goldwest@bresnan.net](mailto: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: 2013 Event calendar for the travel guide is due October 31<sup>st</sup>. Please fill out the form and turn in to [goldwest@bresnan.net](mailto:goldwest@bresnan.net)**

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 Website – Tempest Technologies, Shawn
  - 12:45 Strategic Plan Update

**Other Business**

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

- III. Next General Board Meetings – To be determined

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](mailto: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.**