

**Southwest Montana  
General Board Meeting –Fairmont Hot Springs  
Thursday, March 13, 2014  
Agenda**

*Meeting is at Fairmont Hot Springs. Cost for lunch is \$10.00. **Please RSVP by Monday, March 10th to [info@southwestmt.com](mailto:info@southwestmt.com) 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.**

Governor's Conference on Tourism and Recreation - April 13 – 15 in Billings

**Join us on Facebook: [facebook.com/SouthwestMT](https://www.facebook.com/SouthwestMT)**

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

**I. Southwest Board**

- 10:40 Approval of Minutes
- 10:45 Public Comment
- 10:50 Financial Reports – Sarah
- 10:55 Executive Director Report-Sarah
- 11:05 Updates - Julie

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

- 11:10 Inquiry Report – MARS Stout
- 11:15 Tourism Advisory Council Meeting – All who were there
- 11:20 Website / Internet–Tempest Technologies or Julie
- 11:25 Membership – Mike Strang
- 11:35 Tear Off Sheets – Sarah and Suzanne
- 11:50 Trip Advisor– Partners Creative, Suzanne Elfstrom
- 12:00 Lunch
- 12:30 Marketing Plan, cont. – Partners Creative, Suzanne Elfstrom and Sarah
- 1:15 Speaker (if time)

**III. Other Business**

- 1:35 Other Business

**IV. Next General Board Meetings – Next meeting to be determined.**

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

**Southwest Montana 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, next year's 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 Southwest Montana 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.**