

**Southwest Montana**  
**General Board Meeting –Best Western Premier Great Northern Inn-Helena**  
**Thursday, April 23, 2014**  
**Agenda**

*Meeting is at Best Western Premier Great Northern in Helena. Cost for lunch is \$12.00. Please RSVP by Monday, April 21st 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.**

Brochure exchange

**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

10:42 Public Comment

10:46 Financial Reports – Sarah

10:50 Executive Director Report-Sarah

10:57 Updates - Julie

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

11:00 Inquiry Report – MARS Stout

11:05 Membership – Mike Strang, Julie

11:10 Website / Internet–Tempest Technologies, Shawn

11:30 Tear Off Sheets – Sarah, Suzanne, Pamela

11:40 Budget – 2014 / 2015, Sarah

12:00 Lunch

12:30 Marketing Plan – Partners Creative, Suzanne Elfstrom and Sarah

1:15 Speaker – Leona, National Forest Service, Update

Sherrill Kraakmo – announce the “Coming Together to Expand Montana’s Tourism Story”workshop on Thursday, April 24th

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.**