

**Southwest Montana  
General Board Meeting –Butte Comfort Inn  
Thursday April 23, 2015  
Agenda**

Meeting is at Butte Comfort Inn on 2777 Harrison Avenue.

*Cost for lunch is \$10.00. **Please RSVP by Monday, April 20<sup>th</sup>** 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.*

**BROCHURE EXCHANGE – BRING YOUR BROCHURES AND TAKE SOME HOME WITH YOU.  
REMEMBER TO BRING A BOX TO CARRY THEM.**

**Regular Meeting: 11:00 a.m.**

**Executive Board - 10:00**

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

11:00 a.m. Welcome, Introductions, and Announcements

**I. Southwest Board**

- 11:15 Approval of Minutes
- 11:17 Public Comment
- 11:20 Financial Reports – Sarah
- 11:25 Executive Director Report-Sarah
- 11:35 Updates – Pamela Kimmey

Committee and Activity Report, Discussion, Approval, and Updates

- 11:40 Inquiry Report – MARS Stout, Rebecca Schmitz
- 11:45 Legislative Information- Mike Mergenthaler, Maria Pochervina, Sarah, Others
- 11:50 Governor's Conference – All who were there
- 11:55 Rocky Mountain International – Pamela Kimmey, Sarah
- 12:00 Lunch
- 12:30 Budget, Marketing Plan - Sarah Bannon, Suzanne Elfstrom
  - 1:15 Marketing – Partners Creative, Suzanne Elfstrom
  - 1:45 Website – Tempest Technologies, Shawn Peterson

**II. Other Business**

**III. Next General Board Meetings, Next Meeting – June 25, August 27**

Board Members – please assign a proxy if 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, Bicycling, Cultural Heritage, MTOT Grants  
Southwest Montana Board Meetings are open to the public.**