



**Southwest Montana
General Board Meeting – Butte
Thursday, February 21, 2019
Agenda**

Meeting is at the Quality Inn & Suites at 2100 Cornell Ave. (go north on Harrison and you should see it on the right. Lunch is catered by Saffron Catering.
Cost for lunch is usually around \$10. Please RSVP by Monday, February 18, 2019 to info@southwestmt.com or call 406-846-1943. We would like to get a lunch count. If you didn't RSVP please come anyway – we still want your presence.

Regular Meeting: 10:30 a.m. Executive Board 9:30

Send all your event information and photos to updates@southwestmt.com

Join us on Facebook: facebook.com/SouthwestMT

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

I. Southwest Board

- 10:40 Approval of Minutes
- 10:45 Public Comment
- 10:55 Financial Reports – Sarah
- 11:00 Executive Director Report-Sarah

Committee and Activity Report, Discussion, Approval, and Updates

- 11:05 Inquiry Report – MARS Stout, report from Rebecca Schmitz
- 11:10 Lima Rest Area Update– Mike Strang
- 11:15 Crown of the Continent and Voices of Tourism – more funds requested
- 11:20 Legislative Information – Mike Mergenthaler, Maria Pochervina, Sarah
- 11:30 Marketing update: Marketing updates, Ad Creative, Trip Advisor, etc. –Windfall
- 12:00 Lunch
- 12:30 Website, internet updates, Event Program, Video – Tempest Technologies
- 12:45 Cooperative Marketing
- 1:00 Community Corridor Grants
- 1:15 Sponsor - MT Governor’s Conference

II. 1:20 Election of Officers – Mike Mergenthaler

III. 1:25 Other Business

IV. Next Meetings – March - TBD, April – Anaconda, June – Boulder Creek Lodge, Sept. - TBD

Made in Montana Trade Show – Helena, March 15-16

Calgary Travel Show - March 23 & 24, Governor’s Conference on Tourism - Butte, April 14 -16

Board Members – please assign a proxy if you can’t attend.

Southwest Montana General Yearly Activity Outline – meetings are usually the third Thursday of the month but subject to change

Jan. / Feb	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

Topics to track: MTOTBD Grants, Voices of Montana Tourism, Events

Southwest Montana Board Meetings are open to the public.