



**Southwest Montana  
General Board Meeting – Townsend  
Wednesday, March 27, 2019  
Agenda**

Meeting is in Townsend at The Lodge, 131 S. Spruce  
**Cost for lunch is usually around \$10. Please RSVP by Monday, March 25, 2019 to [info@southwestmt.com](mailto: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.**

Send all your event information and photos to [updates@southwestmt.com](mailto:updates@southwestmt.com)

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

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

Tour of the Goose Bay Hand Glass Blowing following the meeting.

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, Rebecca Schmitz
- 11:10 Lima Rest Area Update– Mike Strang
- 11:15 Governor’s Conference – Maria Pochervina
- 11:20 Calgary Travel Show
- 11:25 Legislative Information – Mike Mergenthaler, Maria Pochervina, Sarah
- 11:30 Marketing update: Marketing updates, TBEX, Trip Advisor, Public Relation. –Windfall
- 12:00 Lunch
- 12:30 Website, Internet Updates, Stats, Event Program, Video – Tempest Technologies
- 1:00 Preliminary Marketing Plan and Budget

II. 1:20 Other Business

III. Next Meetings: April 24 – Anaconda, June – Boulder Creek Lodge, Sept. - TBD

**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.**