

**Southwest Montana
General Board Meeting –Whitehall
Thursday, September 21, 2017
Agenda**

Meeting is at **Borden’s Conference Center** at 101-105 West Legion in Whitehall.

Cost for lunch is \$8.00. Please RSVP by Monday, September 18, to 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. Meet our new advertising agency: Windfall Inc., Missoula

Please look on the back side of this agenda for great information on grants, websites, board members, etc.
Join us on Facebook: facebook.com/SouthwestMT

Travel Guide Ads and Listing information go out this week. If you didn’t do a full page ad in our travel guide last year but are interested in a full page this next year please let us know. We have a limited amount of space.

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

I. Southwest Board

10:45 Approval of Minutes

10:47 Public Comment

10:55 Financial Reports – Sarah

11:00 Executive Director Report-Sarah

Committee and Activity Report, Discussion, Approval, and Updates

11:10 Inquiry Report – MARS Stout, report from Rebecca Schmitz

11:15 Tourism Matters – Sarah, Mike Mergenthaler, and Maria

11:20 Bicycling Influencer – Crystal Denton, Sarah

11:25 Family Blogger – Sarah

11:35 Updates

12:00 lunch

12:30 Introductions and advertising creative – Windfall Inc.

12:50 Website and internet updates – Tempest Technologies, Shawn Peterson

II. Other Business

1:10 Draft outline for community or corridor to work with us and Windfall

1:20 Lewis and Clark Trail Points of Interest

Schedule General Board Meetings: October – set date and place, November 16, January 25, February 22

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

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

Southwest Montana Board Meetings are open to the public.