

Southwest Montana
General Board Meeting – Butte Quality Inn
Minutes – February 21, 2019

Participants: Becky Henne, Julie Shelton, Fay Najjar, Mike Strang, Jenni Bonser, Vic Sample. Pam Sample, Nicole Brown, Becky DiGiovanna, Diane Johnson, Ross Johnson, Jocelyn Dodge, Michael Harvey, Eric Wilkerson, Douglas Breker, Mary Johnston, Lydia Janasko, Richard Krott, Melanie Sanchez, Susan Lively Ovitt, Kari Gagner, Jacque Lavelle, Dale Carlson, Maria Pochervina, Kerri Kumasaka, Halley Perry, Agency: Crystal Glueckert, Debbie Carlstrom, Rebecca Schmitz; Employee Sarah Bannon

At 10:30 a.m. President Becky Henne called the Southwest Montana General Board Meeting to order. We went around the room and each person did a self-introduction.

Minutes: Mike Strang moved to approve the minutes as emailed. Jocelyn Dodge seconded the motion and it passed unanimously.

Public Comment: Julie Shelton and Mary Johnston talked about the movie that was filmed in Anaconda. "Mickey and the Bear" was going to be at the Austin Texas Film Festival from March 8-16. More discussion took place on this. Becky DiGiovanna brought up that Cindy Crawford had a shoot in Nevada City. More discussion took place on this as well. The film industry brings a great amount of revenue to the state.

Financial Report: Sarah had handouts for the report. As of January 31, 2019, we have \$13,862.19 in our state checking account and \$171,586.01 in our money market. We have \$23,914.87 in our private account. All expensed were reported on the financial sheet. Richard Krott moved that the financial report be approved. Jocelyn seconded the motion and it passed unanimously.

Executive Report – Sarah reported going to the Outdoor Recreation Summit in December in Kalispell. As this summit we didn't really get to see how we can partner on this aspect of tourism. The Outdoor Recreation Office is holding a workshop in Butte on March 13th. Hopefully, we can see more where we can fit together as a partnership at this workshop. Anyone interested is welcome to attend.

The Travel Guide is at the printer and should be out the first full week of March. Sarah went to the legislature to testify against a bill set up to use 40% of the tourism marketing dollars toward emergency services. We will be going out for RFP for the call center and for the website as the time has come around to do this. The Calgary Outdoor Adventure Show is March 22-24. We have had some exposure with the Far Cry Website. We will start the budgeting for next year.

Inquiry Report – Rebecca Schmitz from MARS Stout included a handout for the call center report. For 2018, there were 31,902 inquiries and 38,056 guides mailed by MARS Stout. The four top interests were history and ghost towns, wildlife watching, regional hot springs, Lewis and Clark Trail sites. Most inquiries came from California, Texas, Florida, and Washington. People most found us through the Yellowstone Journal, Glacier Country warm season co-op, Northwest Travel, and the southwestmt.com website. Our inquiries have gone up more than 200% over the previous year.

Lima Rest Area - Mike Strang talked about the Lima Rest Area. With the Monida Pass closures that rest area has had more visitation than usual. The people are happy with the rest area and do pick up the literature. We are working on putting in a video monitor that fits above the literature racks in a specific space.

Crown of the Continent and Voices of Tourism - We discussed the increased request of funds from the Crown of the Continent. They increased their request to \$1000 this year which is \$500 more than we usually approve. Mike Strang moved to approve the increases. Jocelyn seconded the motion and it passed unanimously. Sarah also bought up the \$500 increased request from Voices of Tourism. After some discussion, Maria Pochervina moved to approve the increase and Becky DiGiovanna seconded the motion. It also passed unanimously.

Legislative Information – Sarah gave out a handout that showed the bills we are monitoring. Many bills have gone after the bed tax again this year. Some want revenue right off the top and some want to raise the bed tax. Others that we are monitoring are the film bill that brings back tax credits for filming in Montana; fossil fuels to be acknowledged as part of the surface owners; and many others. Some bills have been tabled but are being watched for last minute revival.

Marketing updates – Crystal Glueckert from Windfall had a power point presentation. Shad slides of our Sojern Banner ads running March through April. She also showed Trip Advisor banners running March through April. The Glacier Country Partnership banner ads will run March through August. We also have an ad in Destination Missoula along with banner ads. For True West Magazine we partnered with Southeast Montana and Missouri River Country. We have a two-page advertorial that will run in March 2019. We will also have a 1/3-page print ad and banners ads running March through April. For Midwest Living we had a full-page ad that ran November / December 2018. For Yellowstone Journal we are running a full-page ad for 2090 and will have an E-newsletter banner

running in April. For Oh Ranger we have a half-page ad in both the Yellowstone and Glacier Park editions. Crystal also talked about a potential Fam Tour / Influencer with Garret Smith. He is a professional photographer and videographer.

Website updates – Shawn Peterson from Tempest Technologies had a handout to give an update on the Ultra High Definition Grant Project. They have created 12 videos ranging from 2.5 to 7.5 minutes that highlight the communities, activities, recreation, and events in Southwest Montana. This promotes spending **one more** day exploring the region. All the video clips are fully produced and edited. All videos will retain a map of Southwest Montana and will orient visitors to the location of the footage. Each video is accompanied by captions that change every 20-45 seconds. Each of the 55-inch 4 K Ultra HD monitors will have 20 minutes of footage that highlights the community location and regional footage.

Cooperative Marketing – The cooperative marketing grants and the community / corridor grants were discussed at the Executive Board Meeting. We had seven cooperative marketing applications submitted. Jefferson County had an application that will be for next year’s plan as the project won’t begin until that time. The Ennis Chamber had an application for an Ennis Brochure and an Art Brochure. The Ennis Brochure wasn’t within the guidelines, but the Art Brochure was. The projects are as follows:

Virginia City Chamber – Vigilante Trail,	Placemats, Brochure, Distributions	\$3,962.73
Anaconda Chamber of Commerce	Brochure Distr., AAA Ad	\$2122.63
Lincoln Valley Chamber	Tourism Website Redesign	\$1300
Blackfoot Pathways: Sculptures in the Wild	Brochure & Rack Card	\$3783.67
Deer Lodge Chamber	Brochure and Delivery	\$2579
Ennis Chamber of Commerce	Art Brochure	\$ 600

Total is for \$14,748.03. We have \$10,000 in the budget and will need to transfer funds to cover all the projects.

Community Corridor Grants – We had five grant applications. Two were directly noncompliant with the rules and regulations that are set forth by the state. Lewis and Clark Caverns State Park and the Dillon Bike Walk had requests for bricks and mortar and funds can only go toward marketing. The Townsend Chamber had a project for ATV Trail Booklet and event. The community/ corridor grant is set up to help a community with their marketing overall and includes ideas for branding, logo, potential billboards, brochures, websites, video, photography, online and print marketing for the community and or corridor involving several communities. Because of this, it was decided that the Townsend ATV Trail Booklet and Marketing would work better under the Cooperative Marketing group.

The two other projects are:

Ennis Chamber	Video	To put on You Tube, Website, Facebook, and for advertising
Townsend / Broadwater County		To develop and implement a marketing plan

Each of these grants go up to \$8000.

The Executive Board recommended approving the projects listed above. Dale Carlson moved that the recommendation of the Executive Council be approved. Maria Pochervina seconded the motion and it passed unanimously.

Sponsor – Montana Governor’s Conference on Tourism and Business Development. Butte is hosting the Governor’s Conference this year and is open to sponsorships. She has the Butte TBID and the Butte Ambassadors as sponsorships. They still need \$3500 for sponsors. After much discussion Fay Najjar moved that we allocate \$3500 from membership funds to be an additional sponsor for the conference. Ross Johnson seconded the motion and it passed unanimously. Southwest Montana will have a booth at the social event at the Bert Mooney Airport.

The board talked about getting swag for Southwest Montana. Jocelyn suggested a handkerchief with information on it. Others have suggested a sticker along the lines of the Get Lost Campaign.

We talked about photos and films and that we need permits from the National Forest Service for photos and filming on Federal Land. Jocelyn Dodge is willing to work on an agreement with the National Forest Service and Southwest Montana and bringing in the Helena Forest as well. We asked her to pursue this.

Election of officers – Mike Strang presented the slate of officers: President – Becky Henne, Vice President- Maria Pochervina, Treasurer – Julie Schroder, Secretary – Halley Perry. Since there were no other nominations Jocelyn Dodge moved that the slate of officers be approved. Fay Najjar seconded the motion and it passed unanimously.

Other Business Jenni Bonser asked Shawn about trademarking “One More” as part of our video project.

Our next meetings are scheduled for Townsend on March 27th and Anaconda on April 24th. We will decide later if we need a meeting in May.

Meeting adjourned at 1:28 p.m.