



**Southwest Montana  
General Board Meeting – Zoom Meeting  
Thursday, January 21, 2021  
Agenda**

**Topic: Visit Southwest Montana Zoom Meeting**

**Time: Jan 21, 2021 10:00 AM Mountain Time (US and Canada)**

**Join Zoom Meeting**

**<https://zoom.us/j/93310417521?pwd=aFZZb3hEZkgxd2RVbUNPMXFXhYWhIUT09>**

**Meeting ID: 933 1041 7521**

**Passcode: 431169**

**One tap mobile**

**+12532158782,,93310417521#,,,,\*431169# US (Tacoma)**

**+13462487799,,93310417521#,,,,\*431169# US (Houston)**

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

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

10:00 a.m. Welcome and Announcements

- I. Southwest Montana Board
  - 10:10 Approval of Minutes
  - 10:15 Public Comment
  - 10:20 Financial Reports – Sarah
  - 10:25 Executive Director Report-Sarah

- Committee and Activity Report, Discussion, Approval, and Updates
  - 10:30 Media plan, marketing, other –Tia Metzger and Neala Siegle, Windfall Studios
  - 10:50 Inquiry Report – Rebecca Schmitz, Corporate Cost Control Report
  - 10:55 Covid-19 Discussion
  - 11:00 Legislative Updates – Sarah, Mike M., Maria, Rebecca Jones, other
  - 11:05 Travel Guide Update- Committee
  - 11:10 Website, social media, video, other– Tempest Technologies
  - 11:25 Elections – Nominating Committee
  - 11:35 Other Business

Next Meetings: February TBD after board member doodle

***Board Members – please assign a proxy if you cannot attend.***

**Southwest Montana General Yearly Activity Outline – meetings are the third or fourth week 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.**