



**Southwest Montana
General Board Meeting – Zoom Meeting
Thursday, March 18, 2021
Agenda**

**Topic: Visit Southwest Montana Zoom Meeting
Southwest Montana is inviting you to a scheduled Zoom meeting.**

**Topic: Southwest Montana March Meeting
Time: Mar 18, 2021 10:00 AM Mountain Time (US and Canada)**

**Join Zoom Meeting
<https://zoom.us/j/97051709190?pwd=Yllqc2NkaFhNQ1J2SkwUnI5R2o1UT09>**

**Meeting ID: 970 5170 9190
Passcode: 909855
One tap mobile**

**Send all your event information and photos to 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 Covid-19 Discussion
 - 10:35 Legislative Updates – Sarah, Mike M., Maria, Rebecca Jones, other
 - 10:45 Ad Creative, marketing, other –Neala Siegle, Windfall Studios
 - 11:00 Website, social media, video, other– Tempest Technologies
 - 11:10 FY 2021/2022 Preliminary Marketing Plan and Budget Discussion
 - 11:25 Cooperative Marketing Applications
 - 11:40 Other Business

Next Meetings: April 22, to be discussed – usually Brochure Exchange

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.