



**Southwest Montana  
General Board Meeting – Zoom Meeting  
Thursday, April 22, 2021  
Agenda**

**Sarah Bannon is inviting you to a scheduled Zoom meeting.**

**Topic: Visit Southwest Montana  
Time: Apr 22, 2021 10:00 AM Mountain Time (US and Canada)**

**Join Zoom Meeting  
<https://zoom.us/j/92697426960?pwd=RnB1bmwrSGNmQXRzZnJISGVVCYVJ6dz09>**

**Meeting ID: 926 9742 6960  
Passcode: 965810  
One tap mobile  
+12532158782,,92697426960#,,, \*965810# US (Tacoma)**

**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 Report
  
- II. Committee and Activity Report, Discussion, Approval, and Updates
  - 10:30 Legislative Updates – Sarah, Mike M., Maria, Rebecca Jones, other
  - 10:40 Bozeman Trail – ideas, anyone interested?
  - 10:45 Website, social media, video, other– Tempest Technologies
  - 11:05 Marketing Plan / Budget for Fiscal Year 21-22
  - 11:40 Other Business

Next Meetings: Brochure Exchange May 20, 2021 at Fairmont Hot Springs

***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.**