



**Southwest Montana  
General Board Meeting – Fairmont Hot Springs  
Thursday, May 20, 2021  
Agenda**

Meeting is at Fairmont Hot Springs, 1500 Fairmont Road  
**Cost for lunch is \$10. Please RSVP by Monday, May 17 to [info@southwestmt.com](mailto:info@southwestmt.com) or call 406-846-1943. We would like to get a lunch count. If you did not RSVP, please come anyway – we still want your presence.**  
**Regular Meeting: 10:00 a.m.      No Executive Board meeting**

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

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

**Speaker Rick Graetz – University of Montana Community Program**

10:00 a.m. Welcome, Introductions, and Announcements

- I. Southwest Montana Board
  - 10:15 Approval of Minutes
  - 10:20 Public Comment
  - 10:30 Financial Reports – Sarah
  - 10:35 Executive Director Report-Sarah

- Committee and Activity Report, Discussion, Approval, and Updates
  - 10:40 Inquiry Report – Experian Call Center, Rebecca Schmitz
  - 10:45 Montana Historical Society Museum Update, Eve Byron
  - 10:50 Recreate Responsibly
  - 10:55 Marketing updates –Windfall Studio
  - 11:05 Website updates– Tempest Technologies
  - 11:15 Southwest Montana - University of Montana Program -Rick Graetz
  - 11:45 Discussion
  - 12:00 Lunch
  - 12:30 Other Business
    - A. Updates at the Montana Office of Tourism
    - B. Other

- II. Next Meetings: September 23 Boulder Creek Lodge, October 28 - TBD, November 18, TBD

*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.**