



**Southwest Montana  
General Board Meeting – Boulder Creek Lodge  
Thursday, September 23, 2021  
Agenda**

Meeting is at Boulder Creek Lodge, 4 Boulder Rd. Hall, MT You can get there by going through Philipsburg or Drummond. Email [info@southwestmt.com](mailto:info@southwestmt.com) to Rsvp or please call 406-846-1943. *We would like to get a lunch count. If you did not RSVP, please join us 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)**

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 Call Center and Inquiry Report – Experian Call Center, Rebecca Schmitz
- 10:45 Montana Historical Society Museum Update, Eve Byron
- 10:55 Travel Guide update
- 11:00 Lima Rest Area Brochure Restocking – Mike Strang
- 11:05 Recreate Responsibly
- 11:10 Marketing updates, and stats–Tia Metzger, Windfall Studio
- 11:30 Website updates, video, stats, how to update events on the website– Tempest Technologies
- 12:00 Lunch
- 12:30 Other Business

- II. Next Meetings: 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.**