

**Southwest Montana
General Board Meeting – Butte Comfort Inn
Thursday, February 24, 2022**

Meeting is at Butte Comfort Inn at 2777 Harrison Avenue. Everyone is welcome. Lunch is \$10 and from Dickey's Barbecue. Please RSVP by Monday, February 21. Email info@southwestmt.com to Rsvp or 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. 9:00 Executive Board meeting

**Send your event information and photos to updates@southwestmt.com Join us on Facebook: [facebook.com/southwestmt](https://www.facebook.com/southwestmt)
Speaker / Photographer: Rick Graetz, Southwest Montana's Crown of the Continent and Greater Yellowstone**

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

I. Southwest Montana Board

- 10:15 Welcome
- 10:20 Approval of Minutes
- 10:25 Public Comment
- 10:35 Financial Reports – Sarah
- 10:40 Executive Director Report-Sarah

II. Committee and Activity Report, Discussion, Approval, and Updates

- 10:45 Call Center and Inquiry Report – Experian Call Center, Rebecca Schmitz
- 10:50 Tourism Advisory Council and Brand Montana Update - Sarah, Maria, Mike Mergenthaler, and Rebecca Jones
- 10:55 Governor's Conference on Tourism and Business Development – April 17-19, Billings
- 11:00 Website updates, video, stats– Tempest Technologies
- 11:20 Marketing updates – Travel Guide update Tia Metzmaker, Windfall Studio
- 11:25 Cooperative Marketing Grants due next month
- 11:30 Other Business
 - A. March Retreat – Itineraries, topics, emcee
 - B. Membership Committee – set up for general information review, intranet website,
 - C. Bylaws – Start review and updates with committee
 - D. Brochure Exchange – discuss change to May meeting
 - E. Photography – getting photos, procedures for buying high quality and needed photos, what photos – list?

12:00 Lunch

12:30 – Professor Rick Graetz, UofM Community Outreach; **Southwest Montana's Crown of the Continent and Greater Yellowstone Photos and Trivia**

1:15 Election of Officers

1:25 Community events and updates - Everyone

III. Next Meetings: March Retreat; April, May, September

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 General Board Meeting – New Travel Guide, Election of Officers, Cooperative Marketing
March	General Board Meeting, Outline Budget / or retreat
April /May	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.