



**Southwest Montana
General Board Meeting – Whitehall, Borden’s Conference Room
Thursday, April 28, 2022**

Meeting is at Borden’s Conference Room, 103 West Legion Ave. You can park on Main St. and use that door to enter conference room. Please RSVP by Monday, April 23. Email info@southwestmt.com to Rsvp or call 406-846-1943. *We would like to get a lunch count \$10. 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/

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

I. Southwest Montana Board and Marketing Plan

- 10:15 Welcome
- 10:20 Public Comment
- 10:25 *Marketing Plan / Budget – vote on plan*
- 11:20 Financial Reports – Sarah
- 11:25 Executive Director Report-Sarah

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

- 11:30 Governor’s Conference on Tourism Feedback – Participants who were there
- 11:35 Call Center and Inquiry Report – Experian Call Center, Rebecca Schmitz
- 11:40 Marketing Updates – Lynne, Windfall
- 12:00 Lunch
- 12:35 Website updates, video, stats– Tempest Technologies
- 1:00 Other Business
- 1:05 Movies, Information Sheets for people to fill out that didn’t before – signup sheets for travel guides.
- 1:00 Community events and updates - Everyone

III. Next Meetings: May Brochure Exchange, September 22, October 27, November 17 (move because of Thanksgiving?)

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.