



**Southwest Montana  
General Board Meeting – Boulder Creek Lodge  
Thursday, September 22, 2022  
Agenda**

Meeting is at Boulder Creek Lodge, 4 Boulder Rd. Hall, MT You can get there by going through Philipsburg or Drummond. Lunch is \$10 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)

**Speaker: Dax Schieffer, Voices of Montana Tourism**

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 Travel Guide update
  - 10:55 Speaker: Voices of Montana Tourism – Dax Schieffer
  - 12:00 Lunch
  - 12:30 Marketing updates, Joint Venture, Creative–Tia Metzger, Windfall Studio
  - 12:45 Website updates, video, stats, – Tempest Technologies
  - 1:00 Other Business

- II. Next Meetings: October 27 - TBD, November TBD – (regular date is on 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 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: Brand Montana Grants, Voices of Montana Tourism, Events**

**Southwest Montana Board Meetings are open to the public.**