



Southwest Montana
General Board Meeting – The Pen, Deer Lodge
Agenda April 20, 2023

Meeting is at The Pen at 925 Main St in Deer Lodge. Everyone is welcome. Lunch is \$10. Please RSVP by Monday, 17. You can 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: 10:30 a.m. **Executive Board meeting – 9:30 am**

Brochure Exchange - Bring your brochures, take other brochures back with you. You might want to bring a box to carry them. Make sure to take what you have left back with you.

Free Pass to the Prison / Car Museums

Draft Vision and Mission

Vision: SWMT fosters the region as a premier destination supporting local economies through the promotion of distinctive experiences.

Mission: Create collaborative marketing and development strategies to connect visitors to the richness of Southwest Montana's natural beauty, recreational opportunities, culture, and historical attractions.

Update your events including photos on our website: www.southwestmt.com;

10:30 a.m. Welcome, and Announcements

- I. Southwest Montana Board
 - 10:35 Approval of Minutes
 - 10:40 Public Comment
 - 10:45 Financial Reports– Sarah
 - 10:50 Executive Director Report-Sarah

- II. Committee and Activity Report, Discussion, Approval, and Updates
 - 10:55 Call Center and Inquiry Report –Report
 - 11:00 Lima Rest Area Brochure Racks – Mike Strang
 - 11:05 Chocolate Trail – Gay Rossow, Lynne Foland, Katya Peterson, Sarah
 - 11:10 Book Trail - Rachel
 - 11:15 Legislative Updates
 - 11:20 Marketing updates, Map, Other – Windfall Studios, Lynne Foland
 - 11:30 Website Updates – Debbie Brown, Tempest Technologies
 - 11:40 FY 24 Marketing Plan and Budget, Vote
 - 12:00 Lunch

- III. 12:30 Introductions / community updates – opportunity for each to give a community / business updates; one minute each; brochure exchange; Museum tour

Next Meetings: May 4– Frontline Tour Augusta, Lincoln, Ovando, Helmville; September – Boulder Creek Lodge

Board Members – Quorums are necessary: please assign a proxy if you cannot attend.

Southwest Montana General Yearly Activity Outline – meetings are on 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
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

Southwest Montana Board Meetings are open to the public.