



**Southwest Montana
General Board Meeting – Boulder, Jefferson County Fairgrounds
Wednesday, November 1, 2023
Agenda**

Meeting is at the **Jefferson County Fairgrounds, 21 Whitetail Road, Boulder**. Everyone is welcome. Lunch is \$15. Please RSVP by Monday, October 30, 2023. You can Email 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.

Send all your event information and photos to updates@southwestmt.com

10:00 a.m. Welcome, and Announcements

I. Southwest Montana Board

- 10:05 Welcome
- 10:10 Approval of Minutes
- 10:15 Public Comment
- 10:20 Financial Reports – Sarah
- 10:25 Executive Director Report-Sarah

Committee and Activity Report, Discussion, Approval, and Updates

- 10:30 Call Center and Inquiry Report – Elaine and Sarah, Call Center
- 10:35 Travel Guide update – Committee
- 10:40 Chocolate Trail –review meeting
- 10:45 Strategic Plan - discussion
- 10:55 Website updates and stats – Tempest Technologies
- 11:15 Updates from Windfall, Media Plan – Lynne Foland Windfall Studio
- 11:25 Other Business – Hiring new position
- 11:35 Resiliency Plan – discussion, look at projects

12:00 Lunch and Introductions / community updates – opportunity for each to give a community / business update

II. 1:00 Next Meetings: Nov. 29 or Dec. 6 – Front Cover Decision; Decide on date and location, February 21 TBA

Board Members – Quorums are absolutely necessary: 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
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.