



**Southwest Montana
General Board Meeting – Anaconda, The Forge
Thursday, January 25, 2023
Agenda**

Meeting is at the Forge in Anaconda, [100 Union Ave, Anaconda, MT 59711](https://www.google.com/maps/place/100+Union+Ave,+Anaconda,+MT+59711) Everyone is welcome. Lunch is Taco Bar \$15. Please RSVP by Monday, January 22, 2024. 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 - Welcome, Maria Pochervina, the new Public Relations Position
- 10:10 Approval of Minutes
- 10:15 Public Comment
- 10:20 Financial Reports – Budget increase - 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 Updates and information from Windfall– Lynne Foland Windfall Studio
- 10:40 Website updates and stats; Rick’s This is Montana – Southwest Montana – Tempest Technologies
- 10:45 Upcoming Projects (Major) - Set up committees or use executive board and include anyone interested?
 - Membership – revamping, updating, increasing the benefits; intranet site
 - Bylaws – updating along with membership and strategic plan
 - Customer Service Training
 - Strategic Plan, Brand – RFP
 - Resiliency Plan – waiting on final Plan
 - Ad Agency – Time for RFP
 - Cohort Program – Final guidelines coming in February
 - Cooperative Marketing – More funds available
 - Fiscal Year 2025 Marketing Plan
- 11:45 Other Business – Brand Montana Grants
- 11:50 Election of Officers
- 12:00 Lunch and Introductions / community updates – opportunity for each to give a community / business update

Next Meetings: Places to be determined. Thursdays; Feb. 26, Mar. 28 – Discuss as this is Easter Weekend, April 25

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: Destination Montana Grants, Voices of Montana Tourism, Events, Customer Training
Southwest Montana Board Meetings are open to the public.**