



**Southwest Montana  
General Board Meeting – Dillon, Bank of Commerce  
Thursday, February 22, 2024  
Agenda**

Meeting is at the Dillon Bank of Commerce, 110 S. Idaho St.; 2<sup>nd</sup> floor, elevator at the entrance. Everyone is welcome. Lunch is Asian Mix with three different entrees; \$15. Please RSVP by Monday, February 19, 2024. You can 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.**

**Parking on the street and in their two lots, one next to the bank and one across Glendale St. on Idaho.**

**Please update all your events and photos on the website: <https://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  
Maria Pochervina, the new Public Relations Position

Committee and Activity Report, Discussion, Approval, and Updates

- 10:30 Call Center and Inquiry Report – Elaine
- 10:35 Marketing Updates and information from Windfall– Lynne Foland Windfall Studio
- 10:40 Website and Project Updates and stats– Southwest Montana – Tempest Technologies
- 10:45 Upcoming Projects (Major)
  - Bylaws – updating along with membership and strategic plan- Sarah, Maria
  - Events – Update events on the website
  - Customer Service Training- Maria
  - Resiliency Plan – should have Coraggio Group final plan, Sarah, Maria
  - Pilot (Cohort) Program – Final guidelines now out, Sarah, Maria
  - Fiscal Year 2025 Marketing Plan – General Discussion
- 11:30 Other Business – Destination Montana Grants
- 11:45 Cooperative Marketing Grants-Sarah
- 12:00 Lunch and Introductions / community updates

Next Meetings: **Can we switch to Mar. 21? Townsend– Sarah will be gone, April 25th, May 23<sup>rd</sup>, June 27th**

**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.**