



**Southwest Montana
General Board Meeting – Townsend, American Legion
Thursday, March 21, 2024
Agenda**

Meeting is in Townsend at the American Legion, 211 Broadway St.. Everyone is welcome. Lunch Taco Bar. Please RSVP by Monday, March 18. 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.

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, Public Relations

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 - Sarah, Maria
 - Calgary Show – Jocelyn, Andrea, Maria
 - Events – Update events on the website
 - Customer Service Training- Maria
 - Resiliency Plan –final plan, Sarah, Maria
 - Pilot (Cohort) Program – Due April 30th
 - Fiscal Year 2025 Marketing Plan – General Discussion

11:30 Other Business – Destination Montana Grants

11:45 Cooperative Marketing Grants-Sarah

12:00 Lunch

Introductions / community updates / for the good of the order

Next Meetings - April 25th – TBD – Brochure Exchange, May 23rd -conflict with state TAC marketing plan reviews; 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 – 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.**