

**Southwest Montana  
General Board Meeting  
February 22, 2024  
Bank of Commerce in Dillon**

**Attendees:** Sarah Bannon, Bruce Binkowski, Rachael Brug, Jocelyn Dodge, Lynn Foland, Mary Johnston, Rebecca Jones, Kerri Kumasaka, Andrea Opitz, Katya Petersen, Maria Pochervina, Matt Rafferty, Gay Rossow, Vic Sample, Mike Strang, Chiara Schober, Julie Schroder, Jan Thorne

**NOTE: The date of the March meeting in Townsend has been changed from March 28 to March 21**

1. **Megan Mallowney from the Beaverhead Deerlodge Forest** – Megan introduced herself and provided updates on activities on the forest including Outfitter and Guide program, capital investment, transition of seasonal employees to permanent.
2. **Meeting Minutes January 25, 2024** – Rebecca Jones moved to accept the minutes; Andrea Opitz seconded. Motion passed.
3. **Public Comment** – No Public Comment
4. **Financial Report** - Executive Director Sarah Bannon presented the financial report.
  - Investments:** Sarah opened an account with Edward Jones and deposited \$500,000 into the investment account
  - Kerri Kumasaka moved to accept the financial report; Gay Rossow seconded the motion. Motion passed.
4. **Executive Director Report**
  - a. It was announced that Maria has officially started her job as PR Manager.
  - b. Maria and Sarah have been working on the bylaws rewrite. It is a massive job and is slow progress. They are still working on the bylaws.
  - c. The Cohort/Pilot program will open March 1 and close on April 30. The Commerce Department is holding webinars before the applications open. The next webinar is Feb 29 at 1:00pm.
  - d. Sarah, Maria and Jocelyn have registered for the Calgary Outdoor Show and will be attending on March 16 and 17.
  - e. The Governor’s Conference on tourism is April 14 – April 16. Sarah, Maria, Jocelyn and Vic will be attending.
  - f. Sarah and Maria are creating a working plan from the Corragio Report.
  - g. Pulse: Sarah participated in the cross DMO Pulse meeting(s).
5. **Windfall Update** – Lynn Foland reported for Windfall
  - The Travel Guide has been finalized and copies were given to the meeting attendees
  - The new stickers in for Southwest Montana have been finalized and the meeting attendees were given the stickers.
  - Windfall is continuing to work to include Southwest Montana in the Glaciers to Geysers program.
    - Motorcycle trails
    - Hot springs: they are creating a map of the hot springs with locations, descriptions and a video

- 6. Tempest Update –** Katya Petersen presented for Tempest
- Tempest Technologies has created a number of videos regarding the Montana Learning Center located near the Canyon Ferry Dam. They also have a number of “stargazing videos”. The Dark Skies will have its own landing page.
  - Tempest is creating a landing page for Articles and Images of Southwest Montana by Rick and Suzie Graetz.
  - They are working on getting Southwest Events on “Top-Of\_Mind”
  - Everyone needs to get their tourism events posted on the website
- 7. Projects:**
- Customer Service Training (Maria)
    - Glacier Country’s Racene has a number of Hospitality Training modules on their website and Maria went through them. She is now a certified Montana Ambassador.
    - Maria is working with Raeine to reach an agreement on Southwest Montana obtaining and modifying the videos to be Southwest Montana videos rather than try to create our own.
    - Maria is concerned that if we try to create our own the modules would be far too similar to Glacier Country’s and create copyright issues.
  - Pilot Program: As noted earlier the application process runs March 1 through April 30. The final Commerce Department Guidelines are out now.
    - Deer Lodge, Anaconda, Boulder and Broadwater County are all beginning the process of reviewing the guidelines and getting the process started.
- 8. Cooperative Marketing Grants:**
- Sarah presented 3 Marketing Grants for approval:
    - Discover Anaconda CVB: Winter Boost (\$2250)
    - Discover Anaconda CVB: Brochure and Certified Folder Distribution (\$2581.42)
    - Montana Learning Center: Canyon Ferry Lake – 2024 Beyond the Big Sky (\$5,000)
  - Kerri Kumasaka moved to approve the Cooperative Marketing Grants. Andra Optiz seconded the motion. Motion passed
  - The next Cooperative Marketing Grants will be done in the March Meeting. Applications are due on March 21.
- 9. Upcoming Meetings:**
- The March 21, 2024, meeting will be held in Townsend