

**Southwest Montana  
General Board Meeting – Copper Village Museum - Anaconda  
Thursday, April 25, 2024  
Agenda**

Meeting is in Anaconda at the Copper Village Museum at 401 E. Commercial Ave. Everyone is welcome. Lunch is \$15 and is Tex Mex by catered Jordi’s Cantina. Please RSVP by Monday, April 22, 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.**

**Brochure Exchange! Bring your brochures for others and take other’s brochures**

**Please update all your events and photos on the website:**

**<https://southwestmt.com>**

Dates for upcoming projects  
 April 14 –16 Governor’s Conference on  
 Tourism and Recreation  
 April 24-26 River Summit Ennis  
 May 1 Marketing Plan and Budget due  
 May 3 RFP proposals due  
 Week of May 6, RFP’s score RFPs  
 May 15, Oral Interviews for qualified  
 respondents  
 May 21-22 Tourism Convergence – Butte  
 May 23 TAC Marketing Committee 9:30-12:00  
 June 4 – 5 TAC Meeting in Billings

10:00 a.m. Welcome, and Announcements

- I. Southwest Montana Board
  - 10:05 Welcome - Andrea
  - 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
- 10:45 Bylaws
- 10:35 Marketing Updates, and information from Windfall– Lynne Foland Windfall Studio
- 10:45 Website and Project Updates and stats– Southwest Montana – Tempest Technologies
- 10:55 Fiscal Year 25, Marketing Plan and Budget, discussion and approval
- 11:25 Resiliency Plan –need stakeholders; potential projects
- 11:35 Public Relations Manager – Maria Pochervina
- 11:40 Other Business
  - Pilot (Cohort) Program – Due April 30<sup>th</sup>, Destination Montana Grants
  - Frontline Tours – Maria
  - Tourism Convergence – May 21 - May 22, Butte
  - Brochure Exchange
- 12:00 Lunch - Introductions / community updates for the next month / for the good of the order  
 Tour Copper Village Museum

Next Meetings - May - Frontline Tour; June – Frontline Tour, July / August – send out updates and see if we need an Executive Director meeting, Sep. 26 – meeting

***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.**