



**Visit Southwest Montana  
General Board Meeting – Zoom  
Friday, April 26, 2024  
Agenda**

Visit Southwest Montana is inviting you to a scheduled Zoom meeting.  
Topic: General Board Meeting  
Time: Apr 26, 2024 10:00 AM Mountain Time (US and Canada)

**Join Zoom Meeting**  
<https://us06web.zoom.us/j/84584337858>

**Regular Meeting: 10:00 a.m.**

10:00 a.m. Welcome, and Announcements

- I. Southwest Montana Board
  - 10:05 Welcome - Jocelyn
  - 10:10 Fiscal Year 25 Plan, discussion and approval, moved up as  
Jocelyn has to leave meeting early
  - 10:35 Approval of Minutes
  - 10:40 Public Comment
  - 10:45 Executive Director Report-Sarah
  
- II, Committee and Activity Report, Discussion, Approval, and Updates
  - 10:50 Bylaws
  - 11:00 Marketing Updates, Windfall– Lynne Foland Windfall Studio
  - 11:05 Website Updates, Tempest Tech – Katya Peterson
  
- III, 11:10 Other Business
  - Frontline Tour – Set June date, Virginia City, Maria
  - Tourism Convergence – May 21 - May 22, Butte
  - Brochure Exchange – May 16, Anaconda

- Dates for upcoming meetings and projects
- April 24-26 River Summit Ennis
  - April 24 10:00 Executive Board Zoom
  - April 26 10:00 General Board Zoom
  - April 30 Connect with State Parks, Pat Doyle
  - May 1 Pulse meeting for Regions and TAC
  - May 1 Marketing Plan and Budget due
  - May 2 Region / CVB Zoom
  - May 3 RFP proposals due, take to committee
  - May 7 Zoom with Lynne
  - May 9 Score RFPs
  - May 14 Zoom with Lynne
  - May 15 Oral Interviews for RFP
  - May 16 SWMT Brochure Exchange, Helena
  - May 21-22 Tourism Convergence – Butte
  - May 23 TAC Marketing Committee 9:30-12:00
  - May 28 Zoom with Lynne
  - May 29 Pulse meeting with TAC and Regions
  - June 4 – 5 TAC Meeting in Billings

Next Meetings - May 16 Copper Village Museum – Brochure Exchange, Anaconda; June – Frontline Tour, Sep. 26 – TBD

***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.**