



**Southwest Montana
General Board Meeting – Butte Silver Bow Public Library
Thursday September 26, 2024
Agenda**

Meeting is at the **Butte Silver Bow Library, 3rd floor, 226 W. Broadway Street in Historic Uptown Butte.** Everyone is welcome. Lunch is \$10. Please RSVP by Monday, September 23. You can **Email office@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.

Enter your visitor event information on the website: southwestmt.com go to events or click below:

[Calendar of Events | Southwest Montana Tourism Information \(southwestmt.com\)](#)

Add your photos or send to updates@southwestmt.com

Welcome:

Julie Schroder, our new administrative assistant

The Abbi Agency, our new advertising agency of record

Speaker: Commerce, Program Manager -Susan Joy, Agritourism Grant Opportunities and Made in Montana Update

10:00 a.m. Welcome and Announcements

- I. Southwest Montana Board
 - 10:05 Welcome – President Jocelyn Dodge
 - 10:10 Public Comment

- II. Committee and Activity Report, Discussion, Approval, and Updates
 - 10:15 Call Center and Inquiry Report – Elaine, Call Center
 - 10:20 Travel Guide – listings and advertisements due
 - 10:25 Bylaws – Board member position discussion; Jocelyn and Sarah
 - 10:30 Website updates and statistics– Katya Peterson, Tempest Technologies
 - 10:45 Agritourism Grant Opportunities / Made in Montana updates – Susan Joy, Program Manager, MT Commerce
 - 11:00 Marketing Agency - initial information and plan - Haley Walters, The Abbi Agency
 - 11:30 Resiliency Plan – update if available
 - 11:35 Other Business

- III. Southwest Montana Board Information and Reports
 - 11:40 Approval of Minutes
 - 11:45 Open Treasurer Position – Vote for Treasurer
 - 11:50 Financial Reports – Sarah Bannon
 - 11:55 Executive Director Report-Sarah
 - 12:00 Public Relations Manager - Maria Pochervina

- IV. 12:05 Lunch, Introductions / community updates – opportunity for brief updates on each community
- V. Next Meetings: Oct. 24-place TBD; Nov.- Decide on date and place-regular meeting date falls on Thanksgiving

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, Outline Budget,
March	General Board Meeting, Cooperative Marketing, Finalize Budget
April	Brochure Exchange, Governor’s Conference on Tourism and Recreation
May / June	General Board Meeting – set up travel guide for following year
September	General Board Meeting, Full-page advertising contracts due,
September	All accommodation listings due, full-page advertisement artwork due, membership due
Oct. – Nov.	General Board Meeting next year’s calendar of events due, Print Advertising Schedule, Proof draft of Travel Guide
December	County Elections; no board meeting, travel guide committee meeting

Topics to track: Montana Commerce Grants, Voices of Montana Tourism, Events, Legislative Session

Southwest Montana Board Meetings are open to the public.