



**Southwest Montana
General Board Meeting – Helena Lewis & Clark Library
120 S. Last Chance Gulch - Sarah McCabe Power Community Room
Thursday, November 21, 2024
Agenda**

Meeting is at the **Helena Lewis & Clark Library**. Everyone is welcome. **Refreshments \$7**. Please RSVP by Monday, November 18. 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

Tour: Montana Heritage Center – Eve Byron

10:00 a.m. Welcome and Announcements

- I. 10:00 Southwest Montana Board
 - Welcome – President Jocelyn Dodge
 - Public Comment up to three minutes per person
- II. 10:10 Committee and Activity Report, Discussion, Approval, and Updates
 - Call Center and Inquiry Report – Elaine, Call Center
 - Travel Guide – 2025 events due Friday
 - Bylaws – vote on updates
 - Website updates and statistics– Katya Peterson, Tempest Technologies
 - Marketing Agency - Updates - Haley Walters, The Abbi Agency
 - Other Business
- III. 11:00 Southwest Montana Board Information and Reports
 - Approval of Minutes
 - Financial Reports – Sarah Bannon
 - Executive Director Report-Sarah
 - Public Relations Manager - Maria Pochervina
- IV. Introductions / community updates – opportunity for *brief* updates on each community
- V. Jan. 23, Place to be determined, February 27, March 27
- VI. Montana Heritage Center Tour - 225 North Roberts Street – Eve Byron

Governor’s Conference – April 27-29 Helena, register now

Board Members – Quorums are absolutely necessary: please assign a proxy if you cannot attend.

Southwest Montana General Yearly Activity Outline – meetings are on 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.