



**Southwest Montana
Annual General Board Meeting
Butte-Silver Bow Library - Big Butte Room on the 3rd Floor
Thursday, January 23, 2025 - from 1:00 pm – 3:30 pm
Agenda**

Meeting is at the **Butte-Silver Bow Library - Big Butte Room on the 3rd Floor**. Everyone is welcome. Please RSVP by Monday, January 20. You can Email office@southwestmt.com to RSVP or please call 406-846-1943. *If you did not RSVP, please join us anyway – we still want your presence.*
Regular Meeting: 1:00 p.m.

Speaker: Audrey Walleser Martin, Government Analyst, understanding legislative issues & how to talk to your legislators

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

1:00 p.m. Welcome and Announcements

- I. 1:00 pm Southwest Montana Board
Welcome – President Jocelyn Dodge
Public Comment up to three minutes per person
- II. 1:10 pm Audrey Martin – Legislation Importance & how to approach your Legislator
- III. 1:50 pm Committee and Activity Report, Discussion, Approval, and Updates
Call Center and Inquiry Report – Elaine, Call Center
Travel Guide – update
Website updates and statistics– Katya Peterson, Tempest Technologies
Marketing Agency – Updates, logo update - Haley Walters, The Abbi Agency
Other Business
- IV. 2:30 pm Election of Officers
- V. 2:45 pm Southwest Montana Board Information and Reports
Approval of Minutes
Financial Reports – Sarah Bannon
Staff updates
- VI. 3:00 pm Introductions / community updates – opportunity for *brief* updates on each community

Next meetings February 27th 1:00-3:30pm tba, March 27 1:00-3:30pm tba, April 24, Deer Lodge

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.

January	Annual General Board Meeting – New Travel Guide, Election of Officers
February	Cooperative Marketing
March	General Board Meeting, 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, all accommodation listings due, membership due
October .	General Board Meeting Print Advertising Schedule, Proof draft of Travel Guide, full-page advertisement artwork due,
November	General Board Meeting next year’s calendar of events due,
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.