



**Southwest Montana  
Annual General Board Meeting  
Helena Chamber of Commerce – 225 N. Cruse Ave  
Thursday, February 27, 2025 - from 1:00 pm – 3:30 pm  
Agenda**

Meeting is at the Helena Chamber of Commerce – 225 N. Cruse Ave. Everyone is welcome. Please RSVP by Monday, February 24. You can respond to the **invitation online**, or email [office@southwestmt.com](mailto: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.**

**Bucket List Fun - Maria Pochervina**

Enter your visitor event information on the website: [southwestmt.com](http://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](mailto:updates@southwestmt.com)

1:00 p.m. Welcome and Announcements

- I. 1:00 pm Southwest Montana Board  
Welcome – President Rachael Elliott-Brug  
Public Comment for up to three minutes per person
- II. 1:10 pm Committee and Activity Report, Discussion, Approval, and Updates  
Call Center and Inquiry Report – Elaine, Call Center  
Travel Guide – update  
Marketing Agency – Updates, logo update - the Abbi Agency  
Website updates and statistics– Katya Peterson, Tempest Technologies  
Legislative Updates – all involved  
Cooperative Marketing  
Bucket List: Maria  
Other Business
- III. 2:45 pm Southwest Montana Board Information and Reports  
Approval of Minutes  
Financial Reports – Sarah Bannon  
Staff updates  
Board Transition meeting, date to be determined
- IV. 3:00 pm Introductions / community updates – opportunity for *brief* updates on each community

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

Frontline Tour, June

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

**Board Members – Quorums are 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
April	Brochure Exchange, Marketing Plan and Budget, 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.**