

**Southwest Montana  
Annual General Board Meeting  
January 23, 2025  
Butte Public Library, Butte**

**Attendees:** **SWMT Staff:** Sarah Bannon (Executive Director), Maria Pochervina (Public Relations Manager), Julie Schroder (Office Administrator); **Board Members,** Becky DiGiovanna, Lisa Bracco, Melissa Mjelde, Cassidy Smith, Jocelyn Dodge (President), Kehli Hazlett, Jeanette Kopf (Treasurer), Melissa Mjelde, Andrea Opitz (Vice President), Chiara Shober, Jazlynn Young; **Tempest Technologies:** Katya Peterson; **Abbi Agency:** Haley Burgess; **Call Center (Butte Chamber of Commerce):** Elaine Schnell; Visitors Cory Birkenbuel, Steve Hill, Derik Chaney, Susan Ovitt, Jason Burnett, Jazlyn Young, Taylor Tidwell, Lorraine Roach

The meeting was called to order by President Jocelyn Dodge at 1:08 pm. Jocelyn welcomed everyone to the meeting. Introductions around the table.

Taylor Tidwell spoke about Destination MT tourism partner grants  
SB 90 – was very well attended by the Tourism partners. Executive action on the bill at 3:00 pm Monday January 27, 2025

**Special Speaker:** Audrey Walleser Martin, Government Analyst, spoke about understanding the legislative issues and how to speak to your legislator. There is a very steep hill ahead for SB90, The Governor wants his bill to pass. It is best to come in person “Be in front of your legislators” They have the mindset that Covid and Costner caused all the property tax problems.

**Public Comment:**

There was no public comment.

**Call Center Report:** Elaine Schnell gave the Call Center Report: 404 TGs were mailed out last week.

**Travel Guide:** Haley Burgess reported Photo calls have gone out for a new cover photo. The deadline to return photos is tomorrow, January 24, 2025.

**Tempest Technologies:** Katya Peterson presented the Tempest Technologies report. She showed YouTube Shorts videos and recent blogs. Mostly organic traffic, and most referrals come from the state site.

**Abbi Agency:** Haley Burgess reported they are working on winter promotion, showcasing all four seasons

**Election of Officers**

There was a slate of officers rendered for voting as follows:

President - Rachel Elliot-Brug & Jocelyn Dodge  
Vice President – Chiara Schober  
Secretary – Victor Sample  
Treasurer – Jeanette Kopf

Ballots were passed out to the board members in attendance and 2 proxy votes were emailed prior to the meeting. Votes were counted and the election results are:

President – Rachel Elliot-Brug

Vice President – Chiara Schober  
Secretary – Victor Sample  
Treasurer – Jeanette Kopf

Kehli Hazlett made a motion for Julie Schroder (Administrative Assistant) to request signature card be updated for the state and membership accounts. Authorized signatories will be Sarah Bannon, Rachael Elliott-Brug, Chiara Schober, Victor Sample, Jeanette Kopf, Maria Pochervina. All others to be removed. Motion seconded by Becky DiGiovanna. Motion passed.

**Meeting Minutes September 26, 2024:**

Chiara Schober moved to accept the minutes. Becky DiGiovanna seconded the motion. Motion passed.

**Financial Reports:** Executive Director Sarah Bannon gave the SWMT Financial Report. Kehli Hazlett moved to accept the financial report. Becky DiGiovanna seconded the motion. Motion passed.

**Staff Report**

Sarah has been busy complying with the Resiliency Plan, Commerce Dept. requirements. The cooperative marketing grant applications will be emailed out for February meeting.

Legislative handouts and booklets were provided to the membership.

Maria has been working with Tia – mockup Glaciers to Geysers with help from the Abbi Agency. Website in progress, met with Pat Doyle, if funding remains the Visit MT website will change.

The next meeting will be on February 27, 2025, in Helena 1-3:30 pm.

The meeting adjourned at 3:35 pm.