



**Southwest Montana
General Board Meeting
The Gathering Place Dillon MT – attached to the Andrus Hotel 33 So Idaho
Thursday, April 24, 2025 - from 1:00 pm – 3:30 pm
Agenda**

Meeting is at **The Gathering in Place Dillon MT**. Everyone is welcome. Please RSVP by Monday, April 21. You can respond to the invitation via 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.

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

Speaker: Olivia Davis, Diamond 7 Western Trail Rides

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
Approval of Minutes
Financial Reports – Sarah Bannon
- II. 1:15 pm Committee and Activity Report, Discussion, Approval, and Updates
Call Center and Inquiry Report – Elaine, Call Center
Resiliency Plan – update
Website updates and statistics– Katya Peterson, Tempest Technologies
Legislative Updates – all involved
Cooperative Marketing
Other Business
- III. 1:30 pm Speaker, Olivia Davis, Diamond 7 Western Trail Rides
- IV. 2:00 pm Staff updates
- V. 3:00 pm Introductions / community updates – opportunity for *brief* updates on each community

Next meetings Frontline Tour, May 6th

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.