



**Southwest Montana
General Board Meeting Agenda
HELENA, MONTANA – Broadwater Hot Springs
4920 W US Hwy 12, Helena, MT
Thursday, October 23, 2025 - from 1:00 pm – 3:00 pm**

Presentation on Destination Marketing and Trends from Abbi & Ty Whitaker from The Abbi Agency

Everyone is welcome. Please RSVP by Monday, October 20, 2025, for meeting set-up
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

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 – Maria Pochervina

Executive Director Report – Maria Pochervina

Travel Guide, Membership, Bylaws, Board Members, Audit, Resiliency Plan, Zartico (list), MT Dept of Commerce (list), Women’s Expo, Montana Outdoor Summit, Calgary Outdoor Show

II. 1:15 pm Call Center and Inquiry Report – Elaine, Call Center

The Abbi Agency – Hailey Burgess

Website updates and statistics– Linda Brown, Tempest Technologies

III. 1:30 pm Abbi and Ty Presentation and Q&A

IV. 2:00 pm Introductions/community updates – opportunity for **brief** updates on each community

Next meetings December 4, 2025 – Pat Doyle with the Department of Commerce on the state promotional campaign

Board Members – Quorums are necessary. Please assign a proxy if you are unable to attend.

Southwest Montana General Yearly Activity Outline – Meetings are typically held on the third or fourth week of the month but are 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 the following year
September	General Board Meeting, Full-page advertising contracts due, all accommodation listings due, membership due
October	General Board Meeting Print Advertising Schedule, full-page advertisement artwork due.
November/December	Meeting: 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.