



**Southwest Montana  
General Board Meeting Agenda  
Butte-Silver Bow Library, 226 West Broadway Street  
Thursday, January 22, 2026 - from 1:00 pm – 3:00 pm**

Everyone is welcome. Please RSVP by Monday, January 19, 2026, for meeting set-up  
You can respond to the **invitation via 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.

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

1:00 pm

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, Board Members, Audit, Resiliency Plan, Market Evaluations, Changes @ Commerce, Montana's Museum, IRONMAN, International Marketing, Calgary Show, Rick Graetz, Frontline Tour, Zartico, Key Data and Placer.ai

Call Center and Inquiry Report – Elaine, Call Center  
Tempest Technologies

1:45 pm

The Abbi Agency update and presentation on new campaign

2:30 pm

Introductions/community updates – opportunity for ***brief*** updates on each community

Next meeting: February 26, 2026 – will be held in Butte.

***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.**