



**General Board Meeting Agenda  
Historic Montana Hotel, 200 Main Street, Anaconda  
Thursday, April 23, 2026, 1pm to 3pm**

Everyone is welcome. Please RSVP by Monday, April 20, 2026, for set-up and presentation copies  
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.*

**Presentation by Karen Corbin with Digital Concepts & Marketing  
“Why Social Media Should Not be Your Only Form of Advertising”**

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
  - Approval of Minutes
  - Financial Reports – Maria Pochervina
  - Executive Director Report – Maria Pochervina
  - Marketing Plan & Budget – Needs Board Approval
  - Meeting Schedule Discussion: September – Deer Lodge, December – Helena, and January & February– Zoom
- II. 1:30 pm Call Center and Inquiry Report – Elaine, Call Center  
The Abbi Agency –TBD  
Website updates and statistics– Linda Brown, Tempest Technologies
- III. 2:00 pm Presentation by Karen with Digital Concepts & Marketing
- IV. 2:30 pm Introductions/community updates – opportunity for *brief* updates on each community.

**Bring your brochures and some extra boxes for the annual brochure exchange**

Next meeting: May 28, 2026, in Marysville

*Board Members – Quorums are necessary. Please complete the attached proxy form 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
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.**