

**Southwest Montana
General Board Meeting Agenda
American Legion, 211 Broadway Street Townsend, MT
Thursday, March 26, 2026
Meeting Started at 1:17pm**

In Attendance: Chiara Schober, Eddie Dewars, Todd Godfrey, Bruce Binicowski, Alyssa Starr, Jocelyn Dodge, Debi Randolph, Kimberly Thurman, Debbie Westfall, Haley Burgess, Vic Sample, Becky DiGiovanna, Jeanette Kopf, Kehli Hazlett, Jeff Langlinais, Julie Shelton, Cassie Solberg, Linda Cousineau, Jen Dalrymple, Anne S. Hall, Rachael Brug, Maria Pochervina, Julie Schroder, Ruth Moen, and Brooke Erb

Welcome and Announcements

- Public Comment on SWMT Birding and Guides
- Approval of February Minutes: Tabled
- Financial Report by Maria:
 - Financial Report not accepted as there is an error with the QuickBooks Reports:
 - State Checking: \$300,295.25
 - Mutual Funds: \$299,319.49
 - Membership: 92,849.26
 - Resiliency: \$29,198.35
 - Money Market: \$3,021.71
 - Motion to Accept Financials: First: Jocelyn Dodge; Second Todd Godfrey. Motion: Passed.
- Executive Director Report by Maria:
 - Calgary Adventure & Outdoor Show: SWMT Booth: Redo Map to Include Calgary, Canada,
 - Audit: Eidy Bailey recommended a forensic audit. Rick Graetz funding being looked at.
 - Marketing Plan: \$950,000
 - Website RFP Committee for SWMT; Jocelyn Dodge, Jeanette Kopf, Chiara Schober, and Todd Godfrey
 - Motion: Julie Schroder needs to have access to the bank account information access (no transaction and check signing availability). First: Julie Shelton; Second Todd Godfrey. Motion Passed.
 - Motion: To fund the remaining balance for the book trail promotion (Sales Tax). First: Jocelyn Dodge; Second: Jeanette Kopf. Motion: Passed. Recused: Rachael Brug.
 - Motion to set aside Up to \$40,000 for the VIC program for Non-CVBs/Chambers: First: Becky DiGiovanna; Second: Julie Shelton. Motion: Passed.

SWMT Call Center

February 2026

- SWMT Website: 212 Addresses
- Yellowstone Journal: 142 Addresses

Interest In...

- History/Ghost Towns-143 People
- Outdoor Recreation: 133 People
- Wildlife Sightings-130 People

Comments:

- Best website.
- Would like to see more on fly fishing.

Bulk Mailings in March:

- 588 Guides
- Out of country mailing-88
 - 55 Guides to Canada
 - 33 Guides to 10 Other Countries

The Abbi Agency:

Website

- Total Impressions: 1,844,240
- Total Clicks: 26,894
- Click Through Rate: 1.46%
- Cost Per Click: \$0.18
- Total Spend: \$4,890.43
- Top Markets: Los Angeles, Phoenix, & Seattle

Tempest Tech

- Total Website Sessions 40,958
- Average Time on Site 43 sec
- Travel Planner Orders 266

- Newsletter 21,379
- Open Rate 47%

Social Media

- Total New Followers
 - Facebook 146
 - Instagram 309

Organic Totals

- Facebook 104,120
- Instagram 26,595

Content Interactions

- Facebook 1,766
- Instagram 1,430
- Watch Time on Facebook: 4d 18 h

Presentation with Becky DiGiovanna on Welcome to Virginia City & Nevada City

- New SWMT Commercial
- Update on Virginia City & Nevada City Projects and store openings.

Meeting Adjourned: 3:33 pm