

**Southwest Montana  
General Board Meeting Agenda  
Thursday, April 23, 2026  
Meeting Started at 1:02 pm**

**In Attendance:** Dale Siegford, Shirley Beck, Kehli Hazlett, Rachael Brug, Andrea Opitz, Elaine Schnell, Jeanette Kopf, Suzanne Tarkulich, Maria Pochervina, Julie Schroder, Todd Godfrey, Ruth Moen, Jocelyn Dodge, Linda Brown, Bob Snyder, Rose Getrin, Jason Burnett, Susan Ovitt, Becky DiGiovanna, Alyssa Star, Callie Aschem, Jazlyn Young, Sonya Rosenthal, Kari Gagner, Julie Shelton, Stacy James, Cassie Solberg, and 2 Individuals from the Quality Inn in Dillon, MT.

**Welcome and Announcements:**

- Public Comments: None.
- Approval of February & March Minutes: First: Dale Siegford; Second Jeanette Kopf; Motion: Passed.
- Check Southwest MT Bylaws: Meetings
- Financial Report by Maria:
  - State Checking: \$134,054.43
  - Mutual Funds: \$319,591.36
  - Membership: \$92,474.26
  - Resiliency: \$29,198.35
  - Money Market: \$3,026.46
    - Motion to Accept Financials & Move Money Market Account Funds into the State Fund: First: Jocelyn Dodge; Second: Jeanette Kopf; Motion: Passed.

**Executive Director Report by Maria:**

- **RFP Website**
  - Closed and waiting for proposals, which are due May 1<sup>st</sup>. No questions were submitted for responses.

**Event**

**Date**

RFP Released.....March 24, 2026  
Deadline for Receipt of Written Inquiries.....April 8, 2026, 4:00 p.m. MST  
Written Responses Distributed .....April 15, 2026

Proposal Due Date ..... May 1, 2026, 4:00 p.m. MST  
Evaluation Committee Meeting..... Week of May 11, 2026  
Oral Interviews/Site Visits (if deemed necessary) ..... Week of May 18, 2026  
Intended Date for Contract Award ..... July 1, 2026

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- **VIC**
  - Julie is reformatting and will have it ready for our member site
  
- **Meeting Schedule**
  
- **Resiliency Plan**
  - Working the last quarter of funding. The state and SWMT has some discrepancies on expenses, Julie and I feel the state has double posted some costs. We are also working with Tempest on billing assistance.
  
- **Community Outreach**
  - April 13, 14, 15 Tia Troy, Lisa Troyer (MTOT), Taylor Tidwell (MTOT) and I took SWMT on the road. We were in Dillon, Anaconda and Helena. While the groups in Dillon and Anaconda were smaller, we had some great interactions and the chance to meet people and possible new board members. Helena had a bigger group and again the attendees were great, made some new contacts. Response to the information shared was positive, which thrilled Tia and I. Also, the MTOT ladies shared great information on grants, the project(s) in Anaconda are very exciting.
  
- **Media Trip**
  
- **International visitors**
  - May 10<sup>th</sup>-17<sup>th</sup>, 2026: The trade FAM is now led by Emmie Bristow and Shaely Sanetra from Windfall. Attendees will be Marlon Beauparthuy from Le Beau Reizen (Netherlands), Caroline James from Freedom Destinations (UK) and Fritz Cheng from Wander World Travel (Taiwan).
  - In region on Tuesday, May 12, coming from Missoula. May 12<sup>th</sup> in Helena they will walk Last Chance Gulch, Reeder's Alley, lunch at the

Hopper, visit the Montana Heritage Center, Capitol Building, dinner at the Silver Star Steak Co., overnight in Butte at the Garner by IHG, May 13th breakfast at the Hanging Five, on to Dillon and Bannack, lunch at Sparky's Garage, then to VC, stop at Cousin's Candy, meet up with Becky for a tour, dinner at the Alley Bistro in Ennis, back to Butte. May 14<sup>th</sup> breakfast at the Copper Plate then off to Yellowstone Country.

- **BMW Motorcycle Owner's Association National Rally Coming to Great Falls, June 2027!**
  - \$3K G2G
- **Marysville meeting and lunch**
  - Re-scheduling the seminar and brochure exchange.
  - Why Social Media Should Not be Your Only Form of Advertising.
- **Frontline Tour to Virginia and Nevada Cities**
  - Tuesday, June 16<sup>th</sup>. Leave Butte at 9am, and we will be back around 5pm. This is an immersive travel experience, so we can then share that VC and NC are open and ready to receive visitors.
- **Marketing Plan**
  - Motion to approve 2027 Lodging Facility Use Tax (LFUT) Marketing Plan & \$969,322 Budget: First: Becky DiGiovanna; Second: Dale Siegford; Motion: Passed.
  - Motion to Approve 2027 Lodging Facility Use Sales Tax (LFST) at \$64,000: First: Dale Siegford; Second Becky DiGiovanna; Motion: Passed.
- **Audit**
- **Haley Burgess**
  - Walter Henry Burgess had her baby on April 20<sup>th</sup> -8lbs 5 oz and 20" long.

**SWMT Call Center:**

- 307 bulk mails in April.
- No more guides to be sent out until the new guides come.

- No more mailing outside the country; the cost is too high. I will email the website link to those who request out of the country.
- One of the people is interested in the Chinese Wall of Montana. I was not aware of this place. Linda Brown educated me; it is the Gem of the Bob Marshall.

## **Tempest Tech**

- Total Website Sessions: 58,716
  - Average Time on Site: 41 second
  - Travel Planner Orders: 361
- Newsletter Overview
  - Sends: 21,620
  - Open Rate: 46%
- Total New Followers
  - 520 Facebook
  - 418 Instagram
- Organic Total Views
  - 368,035 Facebook
  - 40,285 Instagram
- Content Interactions
  - 9,417 Facebook
  - 19,06 Instagram
  - Facebook Watch Time: 18d 14h
- Ads vs. Organic
  - 1,192,171 Facebook
  - 69,447 Instagram
- YouTube Overview
  - Total Views: 226,257
  - Watch Time 940.9h

## **Virginia & Nevada City Update**

- Becky DiGiovanna, Concessionaire in Virginia & Nevada City, giving update on open businesses this upcoming season.

**Meeting Adjourned: 2: 55 pm**