



Board Member Guide

A practical overview for current and prospective members

Board members connect Visit Southwest Montana (SWMT) with the communities, businesses, events, and visitor experiences across our nine-county region. Your local knowledge helps the organization promote the region thoughtfully and strengthens tourism's contribution to local economies.

At a glance: A two-year term; at least quarterly meetings; one vote per director; and a focus on sharing local insight, identifying opportunities, and keeping regional information current.

About Visit Southwest Montana

Legal name: Gold West Country of Montana, Inc. dba Southwest Montana (SWMT)

Vision: Southwest Montana fosters the region as a premier destination supporting local economies through the promotion of distinctive experiences.

Mission: Create collaborative marketing and development strategies to connect visitors to the richness of Southwest Montana's natural beauty, recreational opportunities, culture, and historical attractions.

Who the Board Represents

The Board of Directors represents nine counties: Beaverhead, Broadwater, Deer Lodge, Granite, Jefferson, Lewis and Clark, Madison, Powell and Silver Bow.

- Each county has a minimum of two and a maximum of four directors.
- The full board may include 18 to 36 directors.
- Directors are appointed or elected by the membership in the county they represent.
- Each director has one vote on matters that come before SWMT.

Eligibility

- **Membership:** Directors must be SWMT members in good standing.
- **County connection:** A director must represent a business or private/public entity in the county served, or reside in that county.
- **Tourism connection:** A director must have a tie to the tourism industry and a demonstrable vested interest in tourism within the region.
- **Policies:** Directors agree to follow applicable SWMT policies, including the conflict-of-interest policy.

What Board Members Do

- Attend and participate in board meetings, arriving prepared to discuss agenda items and regional priorities.
- Share insights, ideas, and constructive comments from the county and communities represented.
- Inform staff about events, new businesses, closures, major changes and visitor-related developments.
- Help identify attractions, businesses and experiences that may interest visitors.
- Serve as a two-way connection: bring local information to SWMT and share relevant SWMT information with local partners.
- Encourage qualified tourism-minded individuals and organizations to become involved when county positions are open.

The most important qualification is a genuine interest in tourism, community events, local businesses, and the places and experiences visitors may enjoy.

Meeting Commitment

- **Frequency:** The bylaws require the Board of Directors to meet at least once each quarter at a location within the Southwest Montana region.
- **Current Approach:** SWMT anticipates four in-person meetings per year, with virtual meetings or conference calls held when the need arises.
- **Notice:** Regular board meeting information must be emailed at least 14 days in advance and include the date, time, place, and agenda.
- **Special Meetings:** Notice must be provided at least seven days in advance.
- **Procedure:** Meetings are conducted according to Robert's Rules of Order.
- **Quorum:** One-third of elected board members constitutes a quorum. A majority vote at a meeting with a quorum constitutes an act of the board.

Terms, Selection and Vacancies

- Directors serve two-year terms.
- SWMT notifies members in good standing of board openings in November.
- Interested individuals contact their county's Executive Board Director or the SWMT Executive Director.
- Each county is responsible for selecting its representatives. If more candidates are presented than positions are available, county representatives select directors for the open positions by December 31.
- When a county has too few candidates, the county's Executive Board Director and the SWMT Executive Director recruit individuals to fill vacancies.
- Mid-term vacancies are filled by presidential appointment with approval by a majority vote of the board members present; the appointee completes the unexpired term.
- Board service ends immediately if a director moves out of the county represented or changes to a position no longer associated with tourism.

Executive Board

The Executive Board includes one representative from each county Board of Directors, along with SWMT officers, for a total of no fewer than nine and no more than 14 members. It may act on behalf of the Board of Directors between regular board meetings, subject to the full board's control and direction.

A representative attending an Executive Board meeting in place of the county's designated director must have written or emailed proxy authorization from that county's Executive Board member.

Expenses and Ethical Responsibilities

- Directors may be reimbursed for eligible expenses only to the extent authorized by Montana Department of Commerce DMO regulations and procedures.
- Directors must disclose potential conflicts and follow SWMT's conflict-of-interest policy when a transaction or arrangement could benefit a director, officer, employee, member, or delegated committee member.
- Board discussions and decisions should support SWMT's mission, the interests of the full nine-county region, and responsible stewardship of organizational resources.

Interested in Serving?

Complete the board application and return it to the SWMT Executive Director. Prospective members should also confirm that their SWMT membership is current or complete the membership process. The Executive Director can answer questions about county openings, meeting dates, and the selection process.

Questions? Contact the Visit Southwest Montana Executive Director for current board openings, an application, or additional information.

Governing note: This guide summarizes the SWMT bylaws amended through February 26, 2026. It is intended as an orientation resource and does not replace the bylaws or adopted policies. If a difference arises, the bylaws and formally adopted policies control.

Current Executive Board Members

The following county representatives and contact information were provided for this guide as of September 2026.

County	Representative	Email
Beaverhead	Todd Godfrey	info@beaverheadchamber.org
Broadwater	Rachael Elliott-Brug	readingleaves406@gmail.com
Granite	Dale Siegford	candy@sweetpalace.com
Jefferson	Kerri Kumasaka	bhs@boulderhotsprings.com
Lewis & Clark	Callie Ashim	cashim@helenachamber.com
Madison	Becky DiGiovanna	mhctourism@gmail.com
Powell	Jacque Lavelle	jlavelle@railstotrails.org
Silver Bow	Kehli Hazlett	kehlihazlett@buttecvb.com

Officers

Office	Name	Email
President	Rachael Elliott-Brug	readingleaves406@gmail.com
Vice President	Chiara Schober	whitehallchamber@gmail.com
Secretary	Kehli Hazlett	kehlihazlett@buttecvb.com
Treasurer	Jeanette Korf	wmmdirect@gmail.com
Past President	Jocelyn Dodge	jocedodge@gmail.com

Note: Executive Board membership and contact information may change. Contact the SWMT Executive Director for the most current directory.



Board Application

Name _____ Date _____

Address _____

City _____ County _____ State ____ Zip _____

Phone _____ Email _____

Business Affiliation) _____

Please answer the questions below; attach additional page(s) if needed.

1. Please list your past and present memberships and roles on boards, committees, and organizations (business, civic, community, political, professional, recreational, religious, and social).

2. What beneficial skills, professional training, education or knowledge do you have to offer SWMT?

3. What is your connection with tourism (e.g., retail, service, lodging or attraction)?

4. Why are you interested in serving on the SWMT Board?

Signature _____ Date _____

Send the completed application to office@southwestmt.com