Southwest Montana
General Board Meeting Agenda
Historic Marysville General Store
122/124 Main Street, Marysville, MT
Thursday, May 28, 2026
Meeting Started at 1:13 pm

In Attendance: Jeanette Kopf, Kehli Hazlett, Marijane Zevkovich, Rachael Brug, Julie Schroder, Debbie Westfall, Callie Achim, Ruth Moen, Jacob McCachem, Sonya Rosental, Tammy Bridges, Jocelyn Dodge, Alyssa Starr, Jazlyn Young, Karen Corbin, Eline Schnell, Bruce Binicowski, Tia Troy, Andrea

Maria's Director Report

- Financials
- The new audit for FY25 has been started, Julie submitted all requested information.
- Resiliency Plan final payments will be completed at the end of the month.
- Group travel landing page has been reviewed with comments to TAA for thoughts
    - Crisis Management Plan has been received.
    - Customer Service Training is being updated with a couple of changes and will be rolled out to everyone. The soft launch was canceled due to changes needed to the training module(s).
- FY27 Marketing Plan
    - TAC Meeting in Helena in June.
- New website is being reviewed with comments to be forwarded and discussed with Tia Troy.
- BDR – Joint Venture with Glacier Country. KLIM is doing a promotion, and we will have regional travel information in their Idaho Falls store.
- Reprinting of the Birding brochure.
- Re-design of the tear off/itinerary map is in process.
- Frontline Tour is scheduled for June 16th to Virginia City/Nevada City:
    - Scavenger Hunt
    - Legislators
- Brand Video is being planned:
    - Let curiosity stop you in your tracks
        - Motorcycles
        - Horseback riding
        - Sapphire Mining
- Haley Burgess is still on maternity leave, and Adam has been doing a great job

Tempest Technologies

- Website Report
    - Website Sessions: 56,375
    - Average Time on Site: 42 seconds
    - Travel Planner Orders: 407

    - Organic: 22170
    - Paid: 15427
    - Direct: 7557
    - Social: 5556
    - Other: 4852
    - Referral: 813

- Newsletter:
    - Sends: 22034
    - Open Rate: 49%

- Social Media
    - New Followers
        - Facebook: 479
        - Instagram: 343

- Organic Total Views
    - Facebook: 205,312
    - Instagram: 23,686

- Content Interactions
    - Facebook: 4155
    - Instagram: 1164

- Watch Time
    - Facebook: 9 days 3 hours

- Ads vs. Organic
    - Facebook: 686,395
    - Instagram: 36,958

- YouTube Overview Total Views: 191,179
    - Watch Time: 427.4 hours

Meeting Adjourned: 3:30 pm