



Visit Southeast Montana Board of Directors

The **MISSION** of Visit Southeast Montana is to increase visitors to Southeast Montana by increasing awareness of our region, showcasing our cultural heritage, developing memorable experiences and educating our residents about the economic benefits of tourism. www.SoutheastMontana.com

February 7, 2017 at 2 – 4 p.m. Conference Call

Conference Call Number: 866-876-1424

Access Code: 2945270

Web site: <https://integra.callinfo.com/>

Meeting AGENDA

- | | | |
|-------|--|---------------|
| I. | Welcome and Introductions - Chip Watts (Board Chair) | 2:00 |
| II. | Public comments on items NOT on the agenda (limited to 3 minutes per speaker) | |
| III. | Approval of Dec. 11, 2016 Meeting Minutes (pages 3-4) | <u>ACTION</u> |
| IV. | Financial Overview | 2:05 |
| | a. Variance report and Financials, Nov. – Dec. (pages 10-12) | <u>ACTION</u> |
| | b. Audit Update | |
| V. | STRATEGIC DISCUSSION – Brenda and Mercury | 2:10 |
| | a. Present FY17 Media Plan & Budget Adjustments including creative concept (PDF) | |
| VI. | American Airlines Update – John | 2:15 |
| VII. | 2018 Strategic Planning - John | 2:20 |
| | a. Board leadership | |
| | b. Results of survey (PDF) | |
| | c. Re-affirm identity and strategic goals | |
| VIII. | STRATEGIC GOALS | 3:15 |
| | a. Produce Quality Marketing Initiatives | |
| | i. Brief Marketing Update – Brenda & Aly | |
| | 1. Trade Shows | |
| | 2. Consumer e-blasts | |
| | 3. Fresh Tracks/Randy Newberg viewing dates | |
| | 4. Social Media | |
| | 5. Fam Tours – past & upcoming | |
| | b. Grow In-Region Partnerships...to connect to constituents | 3:25 |
| | i. Partner e-blasts (Aly) | |

- ii. Partner website (Aly)
 - c. **Support Tourism Product Development**
 - iii. Nothing to report at this time
- IX. Committee/Task Force and Board Reports 3:30
- a. Executive Committee - Chip
 - i. Board roster and committees (attached) – Openings
 - ii. Application of Christine Whitlatch ACTION
 - iii. Board calendar
 - b. Marketing Grants - Dale/Brenda
 - i. Balance available remains at \$4,190
 - c. Legislative Update/Tourism Matters - John Laney
 - i. Legislative positions ACTION
 - ii. Tourism Matters request (\$1,000) ACTION
 - iii. Billings Chamber of Commerce Annual Breakfast ACTION
 - d. Board Meeting Schedule: All meetings 10 a.m.-3 p.m. unless otherwise noted. All times subject to change
 - i. April 13 (Little Bighorn Battlefield National Monument)
 - ii. June 15 (Miles City)
- X. Meeting Adjourn

NOTE: Other than the meeting starting time, times listed are approximate and agenda items may be rearranged. Public comment is welcome on all items.

Thank you to our Title Sponsor [Holiday Station Stores](#)



STATIONSTORES

Thank you to our Corporate Partners

[ZooMontana](#)

[Miles City Chamber of Commerce/TBID](#)



Visit Southeast Montana is managed by the Billings Chamber of Commerce

Southeast Montana Variance Report For month ending November 30, 2016

Revenue over expenses is \$10,771 over budget.

Revenue is \$4,007 over budget from bed tax collections, interest earned on the Savings Account and the remaining outstanding invoices from the prior year's Travel Guide advertising.

Total Expenses are \$6,764 under budget.

- SEMT States Expenses are \$6,257 under budget.
 - Advertising is under budget \$620. Mercury has only been performing month to month as needed due to final budget adjustments. Advertising expenses will increase within the next few months for the FY2017 projects.
 - State Marketing Support is under budget \$6,470 from Administrative and Personal Expenses.
 - Publicity is over budget \$2,145 from the media tracking platform.
 - Tradeshow is currently under budget \$1,014 due to timing of expenses for Las Vegas Cowboy Christmas.
 - Telemarketing & Fulfillment is under budget \$313 from postage.

- SEMT Unrestricted Expenses are \$508 under budget from Meetings.

**Visit Southeast Montana
Profit & Loss
Budget vs. Actual
November 2016**

	CURRENT MONTH		YEAR TO DATE		2016-17 Annual Budget
	Nov 2016	Nov 2016	July-Nov 2016	July-Nov 2016	
	Actual	Budget	Actual	Budget	
Income					
SEMTE State Revenue	194,000	194,000	394,000	391,750	630,000
SEMTE State Interest Revenue	1	-	7	-	-
Travel Guide Ad Revenue	-	-	1,750	-	-
Sponsorship Revenue	-	-	0	-	4,000
Total Income	<u>194,001</u>	<u>194,000</u>	<u>395,757</u>	<u>391,750</u>	<u>634,000</u>
Committed Rollover Funds from Prior Year	-	-	-	-	8,300
Expense					
SEMTE Unrestricted Funds					
SEMTE Unrestricted - Advertising	-	-	-	-	-
SEMTE Unrestricted - Staff Training	-	-	-	-	200
SEMTE Unrestricted - Meetings	75	600	1,371	1,800	5,300
SEMTE Unrestricted - Lobby/Awareness	1,000	1,000	1,000	1,000	1,000
SEMTE Unrestricted - Membership Dues	-	-	150	150	150
SEMTE Unrestricted - Tradeshow Exp	-	-	(79)	-	1,500
SEMTE Unrestricted - Misc.	-	-	-	-	500
Total SEMTE Unrestricted Funds	<u>1,075</u>	<u>1,600</u>	<u>2,442</u>	<u>2,950</u>	<u>8,650</u>
SEMTE State Expenses					
SEMTE State Advertising	946	1,000	11,780	12,400	298,300
SEMTE State Marketing Support	16,141	15,149	73,710	80,180	210,000
SEMTE State Printed Projects	-	-	2,504	2,500	40,000
SEMTE State Publicity	220	1,250	3,395	1,250	7,000
SEMTE State Tradeshow	366	2,000	8,486	9,500	26,000
SEMTE State Telemarketing/Fulfill.	721	850	28,228	28,541	34,500
SEMTE State Internet Development	-	-	61	50	7,500
SEMTE State Visitor Info. Center	-	-	-	-	15,000
Total SEMTE State Expenses	<u>18,394</u>	<u>20,249</u>	<u>128,164</u>	<u>134,421</u>	<u>638,300</u>
Total Expense	<u>19,469</u>	<u>21,849</u>	<u>130,607</u>	<u>137,371</u>	<u>646,950</u>
Net Income	<u><u>174,532</u></u>	<u><u>172,151</u></u>	<u><u>265,150</u></u>	<u><u>254,379</u></u>	<u><u>(4,650)</u></u>
Cash			Current Month	Last Month	
State Funds - Checking			260,553	84,946	
State Funds - Savings			16,050	16,048	
Unrestricted Funds - Checking			33,987	35,062	
Total Cash			<u><u>310,589</u></u>	<u><u>136,057</u></u>	

Southeast Montana Variance Report For month ending December 31, 2016

Revenue over expenses is \$10,081 over budget.

Revenue is \$4,008 over budget from bed tax collections, interest earned on the Savings Account and the remaining outstanding invoices from the prior year's Travel Guide advertising.

Total Expenses are \$6,073 under budget.

- SEMT States Expenses are \$5,130 under budget.
 - Advertising is under budget \$508. Mercury has only been performing month to month as needed due to final budget adjustments approved in November. Advertising expenses will increase within the next few months for the FY2017 projects.
 - State Marketing Support is under budget \$5,400 from Administrative and Personal Expenses.
 - Publicity is over budget \$2,145 from media tracking platform.
 - Tradeshows is currently under budget \$794 due to timing of expenses for Las Vegas Cowboy Christmas.
 - Telemarketing & Fulfillment is under budget \$537 from postage.
- SEMT Unrestricted Expenses are \$943 under budget from Meetings.

**Visit Southeast Montana
Profit & Loss
Budget vs. Actual
December 2016**

	CURRENT MONTH		YEAR TO DATE		2016-17 Annual Budget
	Dec 2016	Dec 2016	July-Dec 2016	July-Dec 2016	
	Actual	Budget	Actual	Budget	
Income					
SEMTE State Revenue	-	-	394,000	391,750	630,000
SEMTE State Interest Revenue	1	-	8	-	-
Travel Guide Ad Revenue	-	-	1,750	-	-
Sponsorship Revenue	-	-	0	-	4,000
Total Income	<u>1</u>	<u>-</u>	<u>395,758</u>	<u>391,750</u>	<u>634,000</u>
Committed Rollover Funds from Prior Year	-	-	-	-	8,300
Expense					
SEMTE Unrestricted Funds					
SEMTE Unrestricted - Advertising	-	-	-	-	-
SEMTE Unrestricted - Staff Training	-	-	-	-	200
SEMTE Unrestricted - Meetings	487	1,100	1,858	2,900	5,300
SEMTE Unrestricted - Lobby/Awareness	-	-	1,000	1,000	1,000
SEMTE Unrestricted - Membership Dues	-	-	150	150	150
SEMTE Unrestricted - Tradeshow Exp	178	-	99	-	1,500
SEMTE Unrestricted - Misc.	-	-	-	-	500
Total SEMTE Unrestricted Funds	<u>664</u>	<u>1,100</u>	<u>3,107</u>	<u>4,050</u>	<u>8,650</u>
SEMTE State Expenses					
SEMTE State Advertising	18,012	17,900	29,792	30,300	298,300
SEMTE State Marketing Support	15,705	14,635	89,415	94,815	210,000
SEMTE State Printed Projects	-	-	2,504	2,500	40,000
SEMTE State Publicity	-	-	3,395	1,250	7,000
SEMTE State Tradeshow	5,721	5,500	14,206	15,000	26,000
SEMTE State Telemarketing/Fulfill.	626	850	28,854	29,391	34,500
SEMTE State Internet Development	99	150	160	200	7,500
SEMTE State Visitor Info. Center	-	-	-	-	15,000
Total SEMTE State Expenses	<u>40,162</u>	<u>39,035</u>	<u>168,326</u>	<u>173,456</u>	<u>638,300</u>
Total Expense	<u>40,826</u>	<u>40,135</u>	<u>171,433</u>	<u>177,506</u>	<u>646,950</u>
Net Income	<u>(40,825)</u>	<u>(40,135)</u>	<u>224,325</u>	<u>214,244</u>	<u>(4,650)</u>
Cash			Current Month	Last Month	
State Funds - Checking			220,391	260,553	
State Funds - Savings			16,051	16,050	
Unrestricted Funds - Checking			33,323	33,987	
Total Cash			<u>269,764</u>	<u>310,589</u>	

**Visit Southeast Montana
Marketing Plan Budget
July 1, 2016 - June 30, 2017**

	Approved Budget	Adjustments	Adjusted Budget	Notes:
Revenue				
FY17 Predicted Revenue	591,000	(16,000)	575,000	Decrease in lodging tax revenue due to Bakken, etc. Uncommitted cash available at time of audit. FY16 Projects that came in over budget. Rollover funds used to help fund FY16 budget due to decrease in lodging tax revenue
Predicted Rollover from FY16	84,000	(75,700)	8,300	
Rollover at MOTBD	113,000	(58,000)	55,000	
Total Revenue	788,000	(149,700)	638,300	
Expenses				
Advertising				
Ad Production	80,000		80,000	
Online/Print Placement	233,500	(16,200)	217,300	
Consumer E-Marketing	1,000		1,000	
Promotional Video	15,000	(15,000)	0	
Total Advertising	329,500	(31,200)	298,300	
Marketing Support				
Administration	140,800	(14,800)	126,000	allowable 20% for new revenue & MTOBD rollover
Marketing Staff	70,000		70,000	
Joint Ventures	2,000		2,000	
Cooperative Marketing (Grants)	15,000	(5,000)	10,000	
TAC/Gov Conf/Meetings	2,000		2,000	
Strategic Plan Support	100	(100)	0	
Professional Training	5,500	(5,500)	0	
Opportunity	59,400	(59,400)	0	
Total Marketing Support	294,800	(84,800)	210,000	
Printed Projects				
Travel Guide	30,000		30,000	
Passport Project	20,000	(20,000)	0	
Niche Print Piece	10,000		10,000	
Total Printed Projects	60,000	(20,000)	40,000	
Publicity				
Press Tours	10,000	(5,000)	5,000	
Film Scouting	100	(100)	0	
Giveaways	2,000		2,000	
Total Publicity	12,100	(5,100)	7,000	
Tradeshows				
Las Vegas Cowboy Christmas	13,000		13,000	
Northwest Sportshow	6,500		6,500	
TIA Pow Wow	2,500	1,000	3,500	
RMI	1,000		1,000	
Regional Tradeshows	10,000	(8,000)	2,000	
Total Tradeshows	33,000	(7,000)	26,000	
Telemarketing/Fullfillment				
Postage	500		500	
Storage	500	(500)	0	
Fullfillment by Contractor	24,000		24,000	
MARS Sout	10,000		10,000	
Total Telemarketing/Fullfillment	35,000	(500)	34,500	
Internet Development				
Web Development	500		500	
Photo/Video Library	7,000		7,000	
Total Internet Development	7,500	0	7,500	
State Visitor Information Center				
VIC Signage	100	(100)	0	
Community Education Program	1,000	(1,000)	0	
VIC Funding	15,000		15,000	
Total Visitor Information Center	16,100	(1,100)	15,000	
Total Expenses	788,000	(149,700)	638,300	
Net Income/(Loss)	0	0	0	

Visit Southeast Montana FY17 Adjusted Marketing Budget

Beginning		
FY17 Projected Revenue	\$575,000	
Predicted Rollover from FY16	\$8,300	
Rollover from MOTBD	\$55,000	
Total FY17 Budget	\$638,300	\$0

Marketing Support

Administration (20%)	\$126,000
Marketing Staff	\$70,000
Opportunity	\$0
Joint Ventures (Region/CVB/MTOT)	\$2,000
Grants	\$10,000
Gov. Conference/TAC/Partner Meetings	\$2,000
Professional Training	\$0
Strategic Plan Support	\$0

Consumer Travel/Trade Shows and Events

Las Vegas Cowboy Christmas	\$13,000
Northwest Sportshow	\$6,500
TIA Pow Wow	\$3,500
RMI	\$1,000
Regional Tradeshows	\$2,000

Publicity

Press Tours	\$5,000
Giveaways	\$2,000
Film Scouting	\$0

Consumer Advertising

Ad Production	\$80,000
Consumer Advertising	\$217,300
Consumer E-Marketing	\$1,000
Video Projects	\$0

Visitor Information Center

VIC Signage	\$0
Community Education Programs	\$0
VIC Funding Placeholder	\$15,000

Telemarketing/Fulfillment

Postage	\$500
Storage	\$0
Fulfillment by Contractor (Certified)	\$24,000
MARS Stout	\$10,000

Internet Development

Website Development	\$500
Photo/Video Library	\$7,000

Print Projects

Travel Guide	\$30,000
Niche Print Piece	\$10,000
Passport Project	\$0

Totals

Consumer Advertising	\$298,300	46.73%
Marketing Support	\$210,000	32.9%
Print Projects	\$40,000	6.27%
Telemarketing/Fulfillment	\$34,500	5.4%
Trade Shows/Consumer Travel	\$26,000	4.07%
Visitor Information Center	\$15,000	2.36%
Publicity	\$7,000	1.1%
Internet Development	\$7,500	1.17%
Total	\$638,300	100.0%