



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

January 16, 2018 – 10:00 a.m. – 3 p.m.
Haugo Center
483 East Rosebud Street, Forsyth, MT

Meeting Agenda

- | | | |
|---|---|---------------------|
| I. | Welcome and Introductions - Chip Watts (Board Chair) | 10:00 |
| | a. Welcome to Forsyth – Mayor Kopitzke | |
| | b. Introductions | |
| II. | Public comments on items NOT on the agenda (limited to 3 minutes per speaker) | |
| III. | Approval of November 21, 2017 Meeting Minutes (pages 3-10) | <u>ACTION</u> 10:10 |
| IV. | Financial Overview (John Brewer) | 10:15 |
| | a. Variance report and Financials, Sept. - Dec, 2017 (pages 11-12) | <u>ACTION</u> |
| | b. Update on FY18 (page 13) | |
| V. | STRATEGIC DISCUSSION – | 10:25 |
| | a. FY19 Marketing Plan and Budget (Brenda) | |
| | i. Timeline (page 14) | |
| | b. Partner Presentation | |
| | i. Montana State Parks – Pat Doyle | |
| LUNCH BREAK (Catered by M&M Pizza) | | 11:30 |
| VI. | STRATEGIC GOALS | 12:30 |
| | a. Produce Quality Marketing Initiatives | |
| | i. Marketing Update – Team Windfall & Brenda | |
| | b. Develop Marketing Partnerships...outside the region | |
| | i. Nothing new to report | |
| | c. Grow In-Region Partnerships...to connect to constituents | |
| | i. Workshops (Brenda) | |

- d. Support Tourism Product Development
 - i. LBBNM General Assessment Update (Brenda) (page 15-16)
- V. Committee/Task Force and Board Reports 1:45
 - a. Private Fund projects (Brenda & Windfall) (pages 17-18)
 - b. Legislative Update/Tourism Matters/Voices
 - i. Legislative Committee Update (page 19)
 - ii. Presentation: Voices of Montana Tourism (Dax Schieffer)
 - c. Other announcements
 - i. Updates from around the region – each Board Member shares information about upcoming events, community changes for 2-3 minutes
 - d. Board Meeting Schedule: All meetings 10 a.m.-3 p.m. unless otherwise noted. All times subject to change.
 - i. April 24 (Laurel or Billings - TBD)
 - ii. June 19 (Broadus)
- I. Meeting Adjourns - take a brief tour of 2-3 Custer Circle locations 2:30
(see handouts)

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

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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

Meeting Minutes for 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

November 21 @ 10 a.m.
Conference Call
Conference Call number: 866-876-1424
Access Code: 2945270

Board Members in Attendance: Jeff Ewelt, Christine Whitlatch, Sabre Moore, Beth Epley, Lyn Ohl, Glenda Ueland, Doug Haberman, Chip Watts, Mona Maddler, Dale Galland, Leslie Janshen, John Laney, Peggy Iba, Dan Austin, Nicole Borner, Lyn Ohl, Dianna Murnion

Staff Present: John Brewer, Brenda Maas, Michele Flanagan and Megan Stevenson

Guests: Jim McGowan, Kyle McGowan, Beth Frazee and Megan Richter (Windfall), Daniel Brooks (Billings Chamber of Commerce), Lana Johnson (Mars Stout), Dax Schieffer (MT Tourism), Steve Wahrlich (Tourism Advisory Council)

Meeting called to order at 10:00 a.m.

Welcome and Introductions

Chip Watts welcomed the group and attendance was called.

Public comments

Chip Watts called for public comments. Steve Wahrlich commented on the next legislative special session lodging facilities tax. Dax Schieffer expressed appreciation for SEMT's continued support throughout the region.

Approval of September 19, 2017 Meeting Minutes

Jeff Ewelt moved to approve the September 19 minutes. Dan Austin seconded. No discussion. Motion passed.

Financial Overview

Megan Stevenson gave financial overview (variance report and financials, Sept – Oct, 2017). Dale Galland moved to approve; Peggy Iba seconded. No discussion. Motion passed.

MOTBD Projections Update

Brenda reported the mid-year Projected Revenue Report by MOTBD (verbally provided by Barb Sanem) was 5-10% lower than projected. The budget will be adjusted as needed, being mindful of VIC grant funding. May hold off on these opportunities for now; Brenda to update at next meeting.

FY18 Unrestricted Funds Budget Update

Megan Stevenson called attention to the unrestricted (private) funds budget, noting the updated budget changes based upon Windfall's revenue proposal. SEMT unrestricted funds will cover the balance of ~\$15,262 for Administration budget that exceeds the allowable 20%. Chip Watts commented the unrestricted fund projects, 1) Corporate Sponsorship; 2) Gateway micro-site (to Visit SEMT website); and 3) Tear-off maps – total of 2, are projected to make money and therefore should move forward. Jeff Ewelt moved to approve the unrestricted fund projects, Sabre Moore seconded. Motion passed.

Strategic Discussion

Corporate Sponsorship

Brenda and Team Windfall update on unrestricted fund projects. Jim McGowen reported 6 or so solid prospects for corporate sponsorship. Will update board at next meeting.

Micro-site for Visit SEMT Website

Team Windfall updated board on micro-site showing drafts (provided in separate attachment) using updated photography and new campaign. Chip Watts commented he likes the looks of it and appreciates the user-friendly design. Peggy Iba reminded Team Windfall that Glendive is interested in corporate sponsorship. Sabre Moore commented that names of locations should be incorporated with each picture used on the micro-site. Brenda and Megan Richter (Windfall) will look into this, noting it was a good idea.

Tear-off Maps

Team Windfall updated board on tear-off maps showing drafts (provided in separate attachment). Steve Wahrlich suggested more surrounding states on the scenic map. Chip Watts suggested having Cody & Sheridan, MT along with the Black Hills on the map. John Brewer pointed out the inset of the whole U.S. map in the lower right-hand corner could be larger vs. adding additional states. Brenda and Team Windfall noted there will be two maps; 1) Scenic and 2) Historical. Both maps will have different criteria with some (minimal) overlap. The goal being that each region has some representation. Chip Watts encouraged board members to take a hard look at their regions and report to the committee put in place per last board meeting (Sabre Moore, Shyla Hadley, Mona Madler, Dale Galland and Glenda Ueland) with suggestions as to what best represents their county on the maps.

STRATEGIC GOALS

Produce Quality Marketing Initiatives

Team Windfall presented web-site update. Including budget, timeline and deliverables. Micro-site to launch mid-December and full Website to launch mid-March.

View Creative

Megan Richter (Windfall) updated board of creative examples (provided in separate attachment), stating SEMT has a \$6,500 photo budget and the importance of updated, fresh photos with a new campaign. Brenda stated all photos in SEMT's library have been shared with Windfall.

Marketing Update

Brenda reports SEMT has hosted several FAM tours. International markets are focused on the relationships. A state fund media tour may be happening in the future. Randy Newberg, *Fresh Tracks* is still a valuable marketing asset. Team Windfall will tie all of this together with the new campaign.

Trade Show Update

Brenda updated board on Minneapolis mid-march trade show, focusing on added value. Added value being; 1) FWP representative to accompany; 2) host a seminar with a panel of others from the surrounding region; 3) connect with the media (possibly radio).

Develop Marketing Partnerships...outside the region

No report at this time.

Grow In-Region Partnerships...to connect to constituents

Brenda noted that she is developing a no-cost/low-cost marketing workshop for Tourism Partners. Looking at mid-January. Will update board with details once finalized.

Support Tourism Product Development

John reported the General Management Plan Amendment / Environmental Assessment for Little Bighorn Battlefield National Monument has been released and is available for review. Michele Flanagan to email details to board.

Committee/Task Force and Board Reports

Legislative Update/Tourism Matters/Voices

Dan Brooks updated board that Special Session began Monday November 13th and concluded Thursday, November 16th. Approximately a dozen bills were passed to address the \$227 million revenue shortfall and included:

- \$94 million in fund transfers
- \$76 million in budget cuts
- \$60 million in fees/furloughs/prison funds (below)
 - \$30 million fee to certain State Fund accounts (State Fund filed suit)
 - \$15 million mandatory furloughs (Governor vetoed)
 - \$15 million from private prison (w/ option to take up to \$30 million)

Dan testified at the hearing on lodging and rental car tax increases and distributed the letter from SEMT stating favorability to a 1% increase to lodging and rental car taxes, with the additional provisions:

- tax increase is temporary, ending by Dec 31, 2019
- earmarks additional revenue specifically to cover firefighting costs
- prompts Dept. of Revenue to enforce lodging tax remittance from Airbnb
- honors existing contracts established by vendors

The lodging and rental car tax increase bill was tabled in committee.

Other announcements

Christine Whitlatch shared on 11-25 there will be a Lights Parade at 7:00 p.m. in downtown Glendive.

John Laney thanked all for their “well wishes”.

Suggestions that future meetings with creative content be done in person. The board to think on that.

Board Meeting Schedule

All meetings 10 a.m. – 3:00 p.m. unless otherwise noted. All times subject to change.

January 16 (Forsyth)

April TBD (Laurel or Billings) – note conflict with Governor’s Conference

June 19 (Broadus)

Meeting Adjourned at 11:27 a.m.



Private Revenue Project Committee Minutes

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

Monday, December 4, 2017, 1 p.m.

Dial Conference number 866-876-1424; Enter Access Code 2945270

In Attendance:

Shyla Hadley; Mona Madler; Dale Galland; Sabre Moore plus Brenda Maas (staff) and Beth Burman Frazee (Windfall)

Quorum established

Committee Chair:

Sabre Moore submitted motion for Dale Galland to be named Chair; Shyla Hadler gave second. Discussion and approved.

Update:

Brenda noted that private projects include scenic map; historical map; microsite and sponsorships. Beth working on rate card. Brenda noted that having rate card in hand plus the scenic map will help solidify sales of advertising/sponsorships.

She also noted no cost for projects other than printing and commission paid to Windfall, based on sales.

Scenic Inspiration Map Discussion:

Committee would like to see:

- Warrior Trail noted on History map (not scenic)
- Modify colors of reservations and use “greenish” color for national forests (i.e. Custer Gallatin NF)
- No use of icon for gas/lodging/dining because it is too difficult to keep current and want to keep map simple – icons do not match the mission
- Add Sheridan, WY (dot), Alzada, MT (dot)
- Add disclaimer about seasonal hours (many museums)

- Add disclaimer for Terry Badlands/Calypso Trail that need high-clearance all-wheel vehicle and do not attempt to traverse when wet
- Add LBBNM at #10 Picture-Perfect Place
- Add Prairie Rose Classics (car museum in Baker) and possibly SHAC (Colstrip) as final Inspirational Spots

Closing:

Committee decides to meet “as needed” rather than set regular meeting



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Executive Committee Minutes

Tuesday, December 5, 2017, 10 a.m.

Called to order at 10:05 a.m.

Members on the call: Chip Watts; Jeff Ewelt; Dale Galland and Dan Austin

Staff on the call: John Brewer; Brenda Maas & Dan Brooks

Legislative Planning Update

Dan Brooks shared update on Governor's special session.

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The lodging and rental car tax increase bill was tabled in committee.

Dan also updated all on the Legislative Committee call, with focus on 1) defending lodging tax and 2) supporting state park infrastructure throughout SEMT. Other issues: rural telecommunications; TBID (defend the law and ability to create a TBID); wayfinding signage; and, workforce training.

Budget Update

Brenda updated all on what 5-10% Q3 reduction means: translates into potential \$15-20,000. She suggested holding on VIC (\$15,000) and Opportunity (\$5,000) funding.

Brenda asked to send letters to each VIC and copy the county's representative (I.E. Amy Morin and Chip Watts for Big Horn County).

Board to revisit VIC and Opportunity funding at April meeting.

Little Bighorn Battlefield National Monument General Management Plan

Call to be held Dec. 14; Brenda will "attend." Dan to draft and submit letter, advocating for improvements including returning artifacts to LBBNM in Montana. Dan to create advocacy platform and Brenda to send eblast to Tourism Partners to drive engagement.

Input on Board Meeting

Brenda notes that Dax Schieffer/Voices of Tourism and Pat Doyle/MT State Parks will present at January meeting.

John asks if we want to take time at January to re-examine where we are in terms of strategy. Jeff Ewelt notes that we do not want to get too comfortable. Chip feels we should not fix what isn't broken, but possibly look for more data. Dan thinks previous research has been a waste of money. Jeff commented that we need to use the expertise that is on the Board.

Additional Notes:

April meeting conflicts with the Governor's Conference; Brenda proposes April 24 at date. This date works for Chip, Jeff and Dale. Dan and John have potential conflict. Date will be changed to April 24 (in Billings or Laurel).

Meeting adjourned.



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Southeast Montana Variance Report Year-to-Date as of December 31, 2017

Revenue over expenses is \$14,602 over budget.

Revenue is at budget. Staff continues to work closely with the MT Office of Tourism to monitor anticipated lodging tax collections.

Total Expenses are \$14,479 under budget.

- SEMT States Expenses are \$14,479 under budget.
 - Advertising expenses are \$6,034 under budget from Windfall's ad agency services for ad production/creative services. Expenses will increase within the next few months for the FY2018 projects based upon timelines of media buys provided by Windfall.
 - State Marketing Support is under budget \$5,347 from Personnel Expenses.
 - Publicity is under budget \$2,990 from social media, both inhouse and from Windfall.

- SEMT Unrestricted Expenses are under budget \$138 for anticipated meeting expenses.

**Visit Southeast Montana
Profit & Loss
Budget vs. Actual
December 2017**

	CURRENT MONTH		YEAR TO DATE		**2017-18 Annual Budget
	December 2017	December 2017	July-Dec 2017	July-Dec 2017	
	Actual	Budget	Actual	Budget	
Income					
SEMTE State Revenue	-	-	289,000	289,048	564,048
SEMTE State Interest Revenue	4	-	32	-	-
Unrestricted Funds Revenue:					
Sponsorships	-	-	-	-	22,500
Advertising - Microsite	-	-	-	-	10,000
Advertising - Tear Off Maps	-	-	-	-	10,000
Total Income	4	-	289,032	289,048	606,548
Committed Rollover Funds from Prior Year	-	-	-	-	19,734
Expense					
SEMTE Unrestricted Funds					
SEMTE Unrestricted - Advertising	-	-	-	-	-
SEMTE Unrestricted - Staff Training	-	-	196	200	200
SEMTE Unrestricted - Meetings	-	40	926	1,060	2,400
SEMTE Unrestricted - Lobby/Awareness	1,000	1,000	1,000	1,000	2,000
SEMTE Unrestricted - Membership Dues	-	-	150	150	150
SEMTE Unrestricted - Tradeshow Exp	-	-	-	-	400
SEMTE Unrestricted - Printing	-	-	-	-	5,000
SEMTE Unrestricted - Commissions	-	-	-	-	8,375
SEMTE Unrestricted - Misc.	-	-	-	-	-
Total SEMTE Unrestricted Funds	1,000	1,040	2,272	2,410	18,525
SEMTE State Expenses					
SEMTE State Advertising	6,378	9,200	52,366	58,400	224,572
SEMTE State Marketing Support	15,369	16,188	99,529	104,876	204,010
SEMTE State Printed Projects	-	-	-	-	45,000
SEMTE State Publicity	-	1,650	1,010	4,000	23,000
SEMTE State Tradeshows	-	-	490	500	9,200
SEMTE State TeleMarketing/Fulfill.	85	142	23,626	23,687	28,500
SEMTE State Internet Development	803	1,000	1,463	1,500	34,500
SEMTE State Visitor Info. Center	-	-	-	-	15,000
Total SEMTE State Expenses	22,635	28,180	178,484	192,963	583,782
Total Expense	23,635	29,220	180,756	195,373	602,307
Net Income	(23,630)	(29,220)	108,277	93,675	23,975
Cash			Current Month	Last Month	
State Funds - Checking			98,867	121,502	
State Funds - Savings			34,431	34,427	
Unrestricted Funds - Checking			31,602	32,602	
Total Cash			164,900	188,531	

** 2017-2018 Budget incorporates the carryover funds from the previous year as decided by the board in addition to the increased sponsorship revenue & expenses proposed by Windfall for Unrestricted Funds.

UPDATED PROJECTED REVENUE REPORT
SOUTHEAST MONTANA
12/20/17

Revenue Collections at Commerce			
Rollover at Commerce on July 1, 2016	\$55,128.19		
Revenue Collected 7/1/16 - 6/30/17	\$578,419.72		
Payments Received 7/1/16 - 6/30/17	(\$629,500.00)		
A. Rollover at Commerce Available 7/1/17	\$4,047.91		Available for Administration
A. Rollover at Commerce Available 7/1/17	\$4,047.91		
Rollover at Commerce Funds Distributed 10/17	(\$4,000.00)		\$800.00
B. FY18 Projected Revenue at 95%	\$565,000.00	*	\$113,000.00
C. Subtotal Available for budgeting (C = A+ B)	\$565,047.91		\$113,800.00
Funds in Bank Account following audit			
Committed to FY18 Marketing Plan			
Committed to FY17 Marketing Plan			
Allocated Following Audit			
D. Subtotal Tax Funds on Hand for FY18 as determined in audit	\$0.00		\$0.00
E. TOTAL AVAILABLE FOR BUDGETING (E = C & D)	\$565,047.91		\$113,800.00

B. FY18 Projected Revenue

The FY18 Projected Revenue amount is an estimate based on bed tax revenue collected during calendar 2017. You may use your own estimate of revenue collections for budgeting purposes. Any funds expended beyond new bed tax revenue collected, rollover at Commerce and audit funds are the responsibility of the Organization to repay using private funds.

*** Available for Administration**

Rollover at Commerce Funds Distributed 10/17 are eligible for the 20% administrative cost allowance.

FY18 Projected Revenue administrative expense allowance is an estimate based upon the amount of collections projected for the fiscal year. This amount is typically used for budgeting purposes. Actual amount allowed for administrative expenses is based upon the amount of new revenue bed tax funds distributed. **20% of each new revenue check sent is eligible for the 20% administrative allowance.**

Administrative expenses spent in excess of 20% of new revenue sent are the responsibility of the Organization to repay using private funds.

D. Tax Funds on Hand

In addition to funds in Line C you may add funds within your bank account that will be officially identified at the time of the audit. This may include money already committed to the current marketing plan as well as other uncommitted funds.

E. TOTAL AVAILABLE FOR BUDGETING

This number is used to get a complete picture of actual funds (rollover & audit) and projected funds available for your current marketing plan. Based upon the total of Line E, notify the Office of Tourism and Business Development in writing of any increase or decrease to budget line items.

NOTE: Any funds committed beyond new bed tax collected, rollover at Commerce and uncommitted from audit funds will be the responsibility of the Organization to repay using private funds.

Proposed Timeline for FY19 Budget & Marketing Plan Approval:

March 28 – Submit to Exec. Board via email packet (using FY18 budget/best estimate)

March 31 – Receive FY19 Projected Budget from MOTBD/Compliance Officer

April 3 – present to Exec. Board (via monthly call)

April 24 -- Present to Full Board

May 1** -- Submit to MOTBD via WebGrants

June 15*** -- Present to TAC

Additional Important Dates:

April 9 -11 – Roundup International (Kalispell)

April 15 – 17 – Governor’s Conference on Tourism and Recreation (Big Sky)

**Date not yet confirmed with MOTBD

***Date not yet confirmed with MOTBD/TAC

SOUTHEAST MONTANA TOURISM

815 South 27th St. - Billings, MT 59101

Ph: 406.294.5270 - Fax: 406.245.7333

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www.SoutheastMontana.com



SOUTHEAST
MONTANA

December 8, 2017

National Park Service
Denver Service Center-Planning
Attn: Erin Flanagan
P.O. Box 25287
Denver, CO 80225-0287

Dear Ms. Erin Flanagan,

The Visit Southeast Montana Tourism Board strongly supports the proposed building of a new visitor center at the Little Bighorn Battlefield National Monument (within the footprint of the existing visitor center) and at minimum returning priority museum objects, if not all museum collections, to the park through the provision of an appropriate curatorial space. This is the National Park Service's preferred alternative and we agree. The other option identified, making upgrades or renovations to the existing facility, does not address one of the most important issues facing the site—returning artifacts to their original location in Montana.

The Visit Southeast Montana Tourism Board agrees returning and displaying Montana artifacts and objects, currently held in Arizona, is a priority. The only option that will allow for this is the preferred alternative to build a new visitor center. We would also stress it is essential to provide the appropriate storage, security, and availability in the new build. Not only do archeology, ethnology, history, art, natural resource, and archival collections need to be in Montana for the visitor experience, they must be located in a secure facility, which allows access to researchers and easy display rotations by curators.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "John Brewer". The signature is fluid and cursive.

John Brewer
President/CEO
Southeast Montana (SEMT)



**Brief from
Little Bighorn Battlefield National Monument
General Management Amendment/Environmental
Assessment Call
December 14, 2017, 2 p.m. MST**

Brenda Maas “attended” the conference call and provided this brief.

Purpose of the General Management Plan (GMP) Amendment:

1. Provide direction for future of park’s visitor center
2. Safeguard the park’s museum collection.
3. Improve quality of visitor’s experience
4. Provide better access to the museum collection

More details and image, including slideshow available

at: <https://parkplanning.nps.gov/projectHome.cfm?parkID=77&projectID=55179>

VIC was built in 1952; it is in poor condition. Many visitors have a diminished experience – 10,000 are turned away annually from viewing film and other endure “tough” conditions during ranger talks on the patio.

Need: Protect museum collection (removed in 2011).

The NPS-preferred action includes:

1. Implement an interim remodel of VIC to address immediate facility and visitor experience needs.
2. Build a new VIC in the current location of existing VIC
3. Return, at minimum, priority museum objects, if not all items, through the provision of appropriate curatorial space.

Comment period ends Jan. 1, 2018. Next steps in Winter 2018.

Q & A Session

Individuals asked questions on call or via the chat box online.

Brenda Maas reiterated that artifacts should be returned to Montana.

Asked about timeline; remodel could happen as early as winter of 2018-19. No firm answer on completely new VIC. However, it would need to follow the “Freeze the Footprint” concept.

MAKE YOUR MARKETING DOLLARS WORK HARDER!

Visit Southeast Montana is offering marketing sponsorships to local and state-wide tourism partners, businesses and organizations. Maximize your marketing budgets while promoting Southeast Montana. Our partnership options will continue to grow, so get in early and get priority pricing!

REGIONAL TEAR OFF MAPS

1. “Framing the Big Sky,” a scenic roadmap of Southeast Montana

- “Picture-perfect” places directing travelers to scenic vistas with great opportunities for photography and breathtaking views.
- “Inspiration spots” including museums and cultural centers where visitors can go to learn more about Southeast Montana’s history and culture.

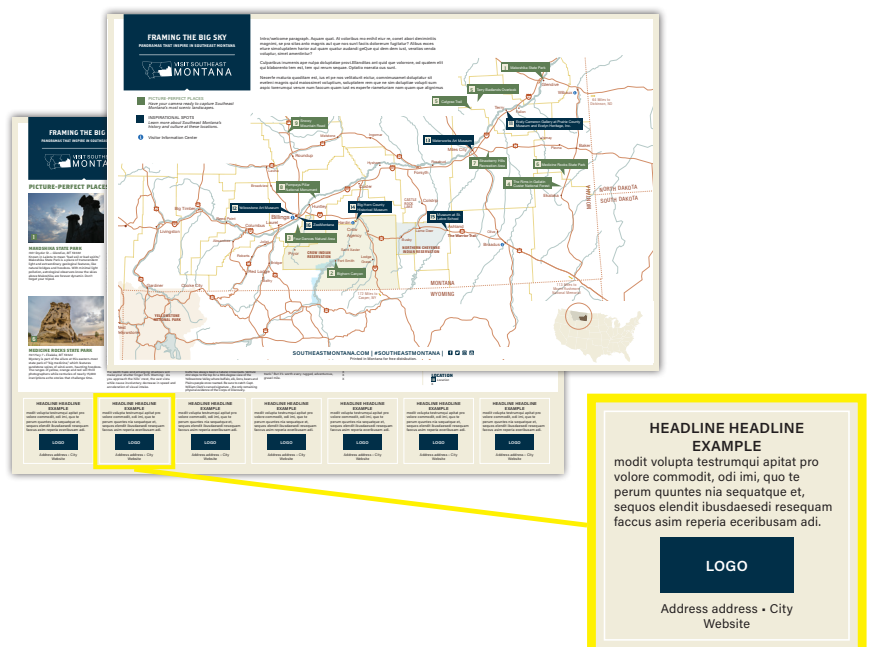
2. Historic roadmap of Southeast Montana

- Focus on locations and markers specific to Lewis & Clark Expedition, military presence, Indian Wars and Battle of Little Bighorn, frontier life on the range and Native American heritage.
- Guide travelers throughout the region, highlighting each community’s relationship to history and showcasing markers specific to Custer’s 7th Calvary’s movements.

The maps will be distributed at visitor centers and businesses across the region. There will also be a downloadable map on Southeast Montana’s new website promoted on social media and available through the call center. Advertisers will receive listings on both the printed map and digital map.

Additional benefits

- Limited availability. There are only **seven spots** for sponsors on these informational and aesthetically pleasing maps.
- Each listing will include a logo, business address, web listings and a short editorial description.
- The maps are two-sided and sponsor logos will also appear on the on the front of the map.



MICRO-SITE

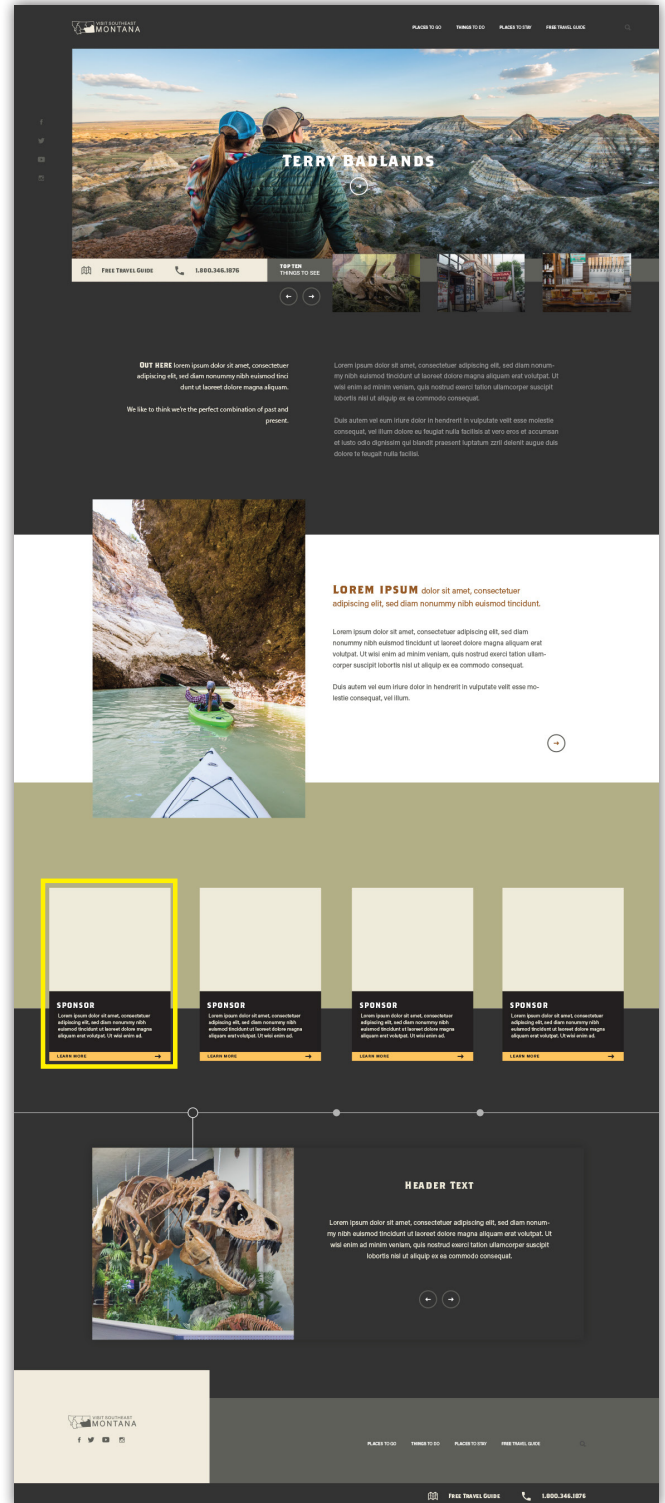
All paid and social media will be directed to Visit Southeast Montana’s new microsite. The microsite content will remain fresh and incorporate Southeast Montana’s “Out Here” campaign, including stunning visuals and information about what to see and where to go while visiting the region.

Additional benefits

- There are a limited number of spots for sponsors on the microsite.
- Sponsors will receive a call-out box with a photo, sponsor name, logo, editorial content and link to sponsor’s webpage.
- Leads will also be captured directly from visitors responding to campaign messaging on the microsite. Southeast Montana will share those leads.

PRICING

“Framing the Big Sky” A Scenic Roadmap	\$500
Historic Roadmap	\$500
Both maps	\$800
Microsite	\$800
Microsite and both maps	\$1500



SEMT Board Legislative Update (Dan Brooks)

Special Session began Monday November 13th and concluded Thursday, November 16th. Approximately a dozen bills were passed to address the \$227 million revenue shortfall and included:

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SEMT Legislative Call Notes

Members on call: Brenda Maas, Sandy Watts, Beth Epley, and Dan Brooks

The purpose of the call was to outline some basic priorities, and identify additional issues, to include in an SEMT 2019 Public Policy Page. We will work to refine these concepts in order to guide legislative efforts during the 2019 Legislative Session and easily inform lawmakers and the public of SEMT's positions. The items outlined below require additional vetting/adjustment, but serve as a basic foundation for issues the Legislative Advisory Board would like to address.

Priorities:

1. Defending the lodging tax from increase and supporting efforts to reallocate lodging tax dollars from the General Fund to regional tourism.
2. Support funding for State Park infrastructure throughout SEMT.

Additional Issues:

1. Rural telecommunications: this issue broadly affects the business community and tourism partners.
2. TBID: defending the law and ability to create a TBID.
3. Wayfinding Signage: additional efforts/investment especially at points of entry.
4. Workforce training: grants/funding for workforce development, especially related to IT, internet training, etc.