

**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](http://www.SoutheastMontana.com)

**January 16, 2018 – 10:00 a.m. – 3 p.m.**

**Haugo Center**

**483 East Rosebud Street, Forsyth, MT**

**Meeting Agenda**

1. Welcome and Introductions - Chip Watts (Board Chair) 10:00
	1. Welcome to Forsyth – Mayor Kopitzke
	2. Introductions
2. Public comments on items NOT on the agenda (limited to 3 minutes per speaker)
3. Approval of November 21, 2017 Meeting Minutes (pages 3-10) ACTION 10:10
4. Financial Overview (John Brewer) 10:15
	1. Variance report and Financials, Sept. - Dec, 2017 (pages 11-12) ACTION
	2. Update on FY18 (page 13)

1. STRATEGIC DISCUSSION – 10:25
	1. FY19 Marketing Plan and Budget (Brenda)
		1. Timeline (page 14)
	2. Partner Presentation
		1. Montana State Parks – Pat Doyle

**LUNCH BREAK (Catered by M&M Pizza) 11:30**

1. STRATEGIC GOALS 12:30
	1. Produce Quality Marketing Initiatives
		1. Marketing Update – Team Windfall & Brenda
	2. Develop Marketing Partnerships**…**outside the region
		1. Nothing new to report
	3. Grow In-Region Partnerships**…**to connect to constituents
		1. Workshops (Brenda)
	4. Support Tourism Product Development
		1. LBBNM General Assessment Update (Brenda) (page 15-16)
2. Committee/Task Force and Board Reports 1:45
	1. Private Fund projects (Brenda & Windfall) (pages 17-18)
	2. Legislative Update/Tourism Matters/Voices
		1. Legislative Committee Update (page 19)
		2. Presentation: Voices of Montana Tourism (Dax Schieffer)
	3. Other announcements
		1. Updates from around the region – each Board Member shares information about upcoming events, community changes for 2-3 minutes
	4. Board Meeting Schedule: All meetings 10 a.m.-3 p.m. unless otherwise noted. All times subject to change.
		1. April 24 (Laurel or Billings - TBD)
		2. June 19 (Broadus)
3. 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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Visit Southeast Montana is managed by the Billings Chamber of Commerce