



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 14, 2018 – 10:30 a.m. – 2:30 p.m.
Little Bighorn Battlefield National Monument
756 Battlefield Tour Road
2nd floor – Administration Conference Room
Crow Agency, MT 59022

Meeting Agenda

- | | | |
|---|--|---------------------|
| I. | Welcome and Introductions – Dale Galland (Board Chair) | 10:30 |
| | a. Welcome to Little Bighorn Battlefield National Monument by Wayne Challenor | |
| | b. Introductions | |
| II. | Public comments on items NOT on the agenda (limited to 3 minutes per speaker) | |
| III. | Approval of September 19, 2018 Meeting Minutes (pages 3-8) | <u>ACTION</u> 10:40 |
| IV. | Financial Overview - Brenda Maas (pages 9-12) | 10:45 |
| | a. Variance report and Financials, September – October 2018 | <u>ACTION</u> |
| V. | STRATEGIC DISCUSSION – Brenda Maas | 11:00 |
| | a. Marketing Update (forthcoming) | |
| | b. TBEX Update | |
| | c. Photo Library expansion & policy (page 13) | <u>ACTION</u> |
| VI. | STRATEGIC GOALS – Team Windfall | 11:30 |
| | a. Produce Quality Marketing Initiatives | |
| | i. FY19 Media Updates | |
| | ii. Travel Guide – Cover Options | <u>ACTION</u> |
| LUNCH BREAK (Catered by Jane Half-Holds) | | 12:00 |
| | iii. Travel Guide – Ad Sales | 12:30 |
| | iv. Website Updates | |
| | b. Develop Marketing Partnerships...outside the region | 1:00 |
| | i. SEMT Comment to Parks In Focus Commission's Draft Recommendations (Brenda Maas – page 15) | |

- ii. Relationship building with MOTBD (Jeff Ewelt & Brenda Maas)
- c. Grow In-Region Partnerships...to connect to constituents
 - i. Brenda's Report – presentations & TBEX (pages 16 – 22)
 - ii. Letters of Support
- d. Support Tourism Product Development
 - i. Report on the Yellowstone Trail (Beth Epley – pages 23-24)
- VII. Committee/Task Force and Board Reports (pages 25-38) 1:30
 - a. Ex Officios ACTION
 - b. Board Applications ACTION
 - c. SEMT – Billings Chamber Task Force Report (Dale Galland) ACTION
 - d. Public Policy (Brenda – pages 39-41)
 - e. Other announcements
 - i. Updates from around the region – each Board Member shares information about upcoming events, community changes for 2-3 minutes
 - f. Board Meeting Schedule: All meetings 10 a.m.-3 p.m. unless otherwise noted. All times subject to change.
 - i. January 16 (Miles City)
 - ii. April 17 (Roundup)
 - iii. June 19 (Ekalaka)
- VIII. Meeting Adjourns - Brief tour of the Little Bighorn Battlefield VIC 1:45

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



Visit Southeast Montana is managed by the Billings Chamber of Commerce