

**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)

**April 24, 2018 – 10:00 a.m. – 3 p.m.**

**Best Western Yellowstone Crossing – 205 SE 4th Street**

**Laurel, MT**

**Meeting Agenda**

1. Welcome and Introductions - Chip Watts (Board Chair) 10:00
	1. Welcome to Laurel – Carrie Smith (Laurel Chamber of Commerce Board)
	2. Introductions
2. Public comments on items NOT on the agenda (limited to 3 minutes per speaker)
3. Approval of January 16, 2018 Meeting Minutes (pages 3-6) ACTION 10:10
4. Financial Overview (John Brewer) 10:15
	1. Variance report and Financials, Jan. – March 2018 (pages 7-8) ACTION

1. STRATEGIC DISCUSSION – 10:25
	1. Presentation of Travel Guide (Brenda & Team Windfall) ACTION
	2. Presentation of FY19 Marketing Plan and Budget (Brenda) ACTION

NOTE: FY19 Marketing Plan is in separate attachment – it is a large document

**LUNCH BREAK (Catered by Dickey’s Barbecue Pit, Laurel) 11:30**

1. STRATEGIC GOALS 12:30
	1. Produce Quality Marketing Initiatives (page 9)
		1. Marketing Update – Team Windfall & Brenda
	2. Develop Marketing Partnerships**…**outside the region
		1. AgriTourism & Film Ambassadors – Brenda (pages 13-20)
	3. Grow In-Region Partnerships**…**to connect to constituents
		1. Update on Digital Strategies workshops (Brenda)
		2. Presentation from Visit Billings - Alex Tyson
	4. Support Tourism Product Development
		1. Nothing new to report.
2. Committee/Task Force and Board Reports 1:45
	1. Legislative Update/Tourism Matters/Voices
		1. Legislative Committee Update – Dan Brooks (page 21) ACTION
		2. Committee Reports, minutes (page 23 -28)
	2. Open Board positions (pages 29 - 42)
	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. June 19 (Broadus)
3. Meeting Adjourns - take a brief tour of TBD location 2:30

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