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**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)

**June 15, 2017 – 10 a.m. – 3 p.m.**

**Sleep Inn, Conference Room**

**1006 S. Haynes Ave., Miles City, MT**

**Meeting Agenda**

1. Welcome and Introductions - Chip Watts (Board Chair) 10:00
   1. Welcome to Miles City
2. Public comments on items NOT on the agenda (limited to 3 minutes per speaker)
3. Approval of February 7, 2017 Meeting Minutes (pages 3-4) ACTION
4. Financial Overview 10:10
   1. Variance report and Financials, April - May 2017 (pages 5-6) ACTION
   2. Proposed FY18 Administrative budget (page 7) ACTION
   3. Proposed FY18 non-bed tax funds (page 8) ACTION
5. STRATEGIC DISCUSSION – Brenda and John 10:25
   1. FY18 Marketing Plan & Budget
      1. Update on presentation to TAC (completed 6/12-13)
   2. Presentation from MOTBD Sales and Constituents Services Bureau 10:40

– Jan Stoddard

1. STRATEGIC GOALS 11:10
   1. **Produce Quality Marketing Initiatives** 
      1. Marketing Update – Brenda & Aly
      2. International Pow Wow take-aways (me – budget, suggestions)
      3. Fam updates, Fresh Tracks
      4. Introduce new Agency of Record, Windfall, for brief presentation
   2. **Develop Marketing Partnerships…**outside the region
      1. Dino Trail update (Brenda)
   3. **Grow In-Region Partnerships…**to connect to constituents
      1. Camp 21 – Dee Abbott
      2. Workshops – Upcoming
   4. **Support Tourism Product Development**
      1. Custer Loop (Dennis Kopitzke)
      2. Warrior Trail (Brenda Maas)

LUNCH BREAK 12:00

Presentation of Billings Community Foundation – Ralph Spence

1. Committee/Task Force and Board Reports 12:45
   1. Executive Committee—Chip
      1. Board roster and committees – Openings/Terms (pages 9-11)
      2. Recommended By-laws change (page 12) ACTION
      3. Update on Conflict of Interest & Whistleblower policies
   2. Nominating Committee
      1. Approval of officers and board seats ACTION
   3. Marketing Grants—Dale/Brenda
      1. New grant update
      2. Recommendations for new grant application language - update
   4. Legislative Update/Tourism Matters/Voices (John Laney)
      1. Legislative Committee Development
   5. Other announcements
      1. Updates from around the region
   6. Board Meeting Schedule: All meetings 10 a.m.-3 p.m. unless otherwise noted. All times subject to change
      1. Establish more regular meeting schedule and frequency
2. Meeting Adjourns

**NOTE:**

Please plan for a brief tour of the Agricultural Advancement Center at Miles City Community College (340 I 94 Business Loop) 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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