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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 20, 2018 – 10:30 a.m. – 3 p.m.**

**Community Center on Wilbur**

**Broadus, MT**

**Meeting Agenda**

1. Welcome and Introductions - Chip Watts (Board Chair) 10:30
   1. Welcome to Broadus by Jessica Malone (Broadus Chamber of Commerce)
   2. Introductions
2. Public comments on items NOT on the agenda (limited to 3 minutes per speaker)
3. Approval of April 24, 2018 Meeting Minutes (pages 3-7) ACTION 10:40
4. Financial Overview (John Brewer) 10:45
   1. Variance report and Financials, April – May 2018 (pages 9-11) ACTION

1. STRATEGIC DISCUSSION – 11:00
   1. Admin Budget (page 13) ACTION
   2. Non-restricted Budget (page 15) ACTION
2. STRATEGIC GOALS 11:15
   1. Produce Quality Marketing Initiatives
      1. Marketing Update – Brenda

**LUNCH BREAK (Catered by Broadus IGA) 11:45**

*(Strategic Goals Continued)*

* + 1. Performance Update – Kristen Sackett/Windfall 12:30p
  1. Develop Marketing Partnerships**…**outside the region
     1. Brief update (Brenda Maas)
  2. Grow In-Region Partnerships**…**to connect to constituents
     1. Short update on News You Can Use (Brenda Maas)
     2. Update/input on Partner Workshops (Brenda Maas)
  3. Support Tourism Product Development
     1. Custer Circle/Trail to the Little Bighorn

1. Committee/Task Force and Board Reports 1:15
   1. Legislative Update/Tourism Matters/Voices
      1. Nothing new to report
   2. Open Board, Officer and Committee positions (pages 17-33)
      1. Applications
      2. Nominations
      3. Update on Committees
      4. Election of Officers
   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. FY19 calendar TBD (discussion on moving meetings to Wednesdays)
2. Meeting Adjourns - take a brief tour of Powder River Museum (Park St) 2:00

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