

**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)

**September 19, 2017 – 10:30 a.m. – 3 p.m.**

**Holiday Inn Express, Conference Room**

**1919 N. Merrill, Glendive, MT**

**Meeting Agenda**

1. Welcome and Introductions - Chip Watts (Board Chair) 10:30
	1. Welcome to Glendive
	2. Introductions
2. Public comments on items NOT on the agenda (limited to 3 minutes per speaker)
3. Approval of June 15, 2017 Meeting Minutes (pages 3-6) ACTION
4. Financial Overview (John Brewer) 10:40
	1. Variance report and Financials, June – August, 2017 (pages 7-10) ACTION
	2. Update on FY17 Audit
	3. FY18 Unrestricted Funds budget update
5. STRATEGIC DISCUSSION – Brenda and Team Windfall 10:50
	1. Options for private funds ACTION
		1. Corporate Sponsorship
		2. Micro-site for Visit SEMT Website
		3. Tear-off Maps
	2. FY18 Marketing Plan & Budget 11:10
		1. FY17 Marketing Review
		2. FY18 Media Plan and Creative “sneak peek” (pages 11-14)

**LUNCH BREAK (Catered by Monte Carlo, Glendive) and BOARD PHOTOS 12:00**

1. STRATEGIC GOALS 1:00
	1. Produce Quality Marketing Initiatives
		1. Website Proposal (Team Windfall) ACTION
		2. Marketing Update – Brenda
	2. Develop Marketing Partnerships**…**outside the region
		1. Dino Trail – Chris Dantic & Sabre Moore (page 15)
		2. Lewis & Clark National Historic Trail - Brenda (page 16)
	3. Grow In-Region Partnerships**…**to connect to constituents
		1. Workshops
	4. Support Tourism Product Development
		1. Custer Loop - Brenda Maas
		2. Update on Letters of Support
2. Committee/Task Force and Board Reports 1:45
	1. Marketing Grants - Dale Galland/Brenda Maas
		1. Final report on FY17 grants
	2. Legislative Update/Tourism Matters/Voices (John Laney)
		1. Legislative Committee Development - Dan Brooks
	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. November 21 (Conference Call)
		2. January 16 (Forsyth)
		3. April TBD (Laurel or Billings) – note conflict with Governor’s Conference
		4. June 19 (Broadus)
3. Meeting Adjourns - take a brief tour of the Frontier Gateway Museum 2:30 (Belle Prairie Frontage Rd)

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