



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

September 19, 2018 – 11:00 a.m. – 3 p.m.
Wibaux County Exhibit Hall
7900 Hwy 7
Wibaux, MT 59353

Meeting Agenda

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|------|---|---------------------|
| I. | Welcome and Introductions – Dale Galland (Board Chair) | 11:00 |
| | a. Welcome to Wibaux by Renee Nelson (Wibaux Chamber of Commerce) | |
| | b. Introductions | |
| II. | Public comments on items NOT on the agenda (limited to 3 minutes per speaker) | |
| III. | Approval of June 20, 2018 Meeting Minutes | <u>ACTION</u> 11:10 |
| IV. | Financial Overview (John Brewer/Brenda Maas) | 11:15 |
| | a. Variance report and Financials, June - August 2018 | <u>ACTION</u> |
| | b. Audit – update | |
| V. | STRATEGIC DISCUSSION – Brenda & Team Windfall | 11:30 |
| | a. Marketing Update (<i>Document forthcoming</i>) | |
| | b. FY18 Media – final reporting | |
| | LUNCH BREAK (Catered by Taste Hut) | 12:00 |
| | RESUME STRATEGIC DISCUSSION | 12:30 |
| | c. FY19 Media Plan (Team Windfall) | <u>ACTION</u> |
| | d. Rollover & FY19 Budget Allocation (Brenda) | <u>ACTION</u> |
| | e. Opportunity Presentation (Brenda) | |
| VI. | STRATEGIC GOALS | 1:30 |
| | a. Produce Quality Marketing Initiatives | |
| | i. Website Update (Team Windfall) | |
| | b. Develop Marketing Partnerships...outside the region | |
| | i. Nothing new to report | |
| | c. Grow In-Region Partnerships...to connect to constituents | |
| | i. Brief discussion – request input on Marketing Workshops | |
| | d. Support Tourism Product Development | |
| | i. Nothing new to report | |

- V. Committee/Task Force and Board Reports 1:45
- a. SEMT – Billings Chamber Task Force Report (Dale Galland) ACTION
Note: Document forthcoming
 - b. Revised Cooperative Marketing Grant Application (Chip Watts) ACTION
Note: Document forthcoming
 - c. Other announcements
 - i. Updates from around the region – each Board Member shares information about upcoming events, community changes for 2-3 minutes
 - d. Board Meeting Schedule: All meetings 10 a.m.-3 p.m. unless otherwise noted. All times subject to change.
 - i. November 14 (Little Bighorn Battlefield National Monument)
 - ii. January 16 (Miles City)
 - iii. April 17 (Roundup)
 - iv. June 19 (Ekalaka)
- I. Meeting Adjourns - take a brief tour of the Wibaux Visitor Information Center 2:00
[505 2nd Ave. NE, Wibaux, MT]

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