**Visit Southeast Montana**

**Board of Directors**

**Meeting Minutes, April 13, 2017**

**Big Horn County Historical Museum**

Board Members in Attendance:

Jeff Ewelt, Amy Morin, Lyn Ohl, Dennis Kopitzke, Mona Madler, Dale Galland, Chip Watts, Dan Johnson, Glenda Uleland, John Laney, Doug Habermann; Christine Whitlatch; Dianna Murnion; Dennis Kopitzke; Leslie Janhsen

Staff Present:

John Brewer, Megan Stevenson, Brenda Maas, Aly Murnion

Guests:

Butch Bratsky; Suzy Havener (Big Horn County Historical Museum); Sandy Watts (7th Ranch, Garryowen), Jerry Jeffers (Jailhouse Gallery, Hardin), Beth Epley (EPEDC), Lynne Dominy (Little Bighorn Battlefield); Glennine Schoen (BHC Historical Society, Hardin); Mayor and Mrs. Lane (Hardin); Sonni Hope (BLM/Pompeys Pillar); Neal Gunnels (Friends of Pompey)

**Welcome, Introductions and Public Comments**

Chip calls meeting to order at 10:02 am. Welcomes the group and Suzy Havener of Big Horn County Historical Museum. Introductions from around the table. Mayor Lane welcomes us to Hardin.

Chip calls for Public comments on items NOT on the agenda.

Christine Whitlatch invites all to the start of paddlefish season on May 15th (8-9 days).

John Brewer thanks the mayor for warm welcome and joining meeting.

John notes changing agenda a bit to consider new Board applicants, Mindy Kohn and Dianna Murnion (info in packets).

The nominating committee would like to bring the nominations to the board to vote.

John Laney moves to accept and Glenda Ueland seconds. No discussion. Motion passed.

John Brewer explains the nomination committee meets again to bring forward nominations for officers. Explains how the bylaws are written for board.

**Minutes for February meeting**

Dennis Kopitzke moves to approve, Dale Galland seconds. No Discussion. Motion passed.

**Financial Overview**

Megan Stevenson gives financial overview. Megan Stevenson asks for questions. John Brewer clarifies that budget based on what the State says SEMT will receive, but it changes often.

Christine Whitlatch moves to approve, Mona Madler seconds. No discussion. Motion passed.

External audit

External Auditor gives report via conference phone.

Jeff Ewalt moves to accept, Amy Morin seconds. No discussion. Motion passed.

John Laney asks what it costs to do an audit. Megan Stevenson clarifies it was $6,000 and had to go for bid and choose lowest bid. John Laney asks if we can change the bylaws from every 5 years to possibly 10. Explains that between State/MOBTB audit and external audit, it seems excessive. Megan Stevenson explains that she likes the transparency but does also understand the benefit of not spending that sum of money as frequently. John Brewer explains that we could change bylaws to say that an audit can happen whenever based on board recommendation. John Laney would like to see the executive board to look at changing the bylaws.

John Brewer will add to June Agenda.

**Strategic discussion**

John Brewer explains what the proposed marketing plan is and that anticipated budget is lower than FY17. Discussion on how the year is going for each community.

John Brewer explains revised marketing plan, notes that Outdoor Recreation has been moved to first focus of Identity. Discussion on other ways to increase visitation and how the TAC works.

Brenda Maas presents marketing plan for approval Present proposed and FY18 budget, answers questions during the presentation. Chips asks if there is more discussion. Asks for motion to approve marketing and budget plan.

Dale Galland moves to accept as proposed, Christine Whitlatch seconds. No discussion. Motion passed.

BREAK FOR LUNCH

**Produce Quality Marketing Initiatives**

Brenda Maas and Aly Murnion present marketing updates. Brenda Maas presents FY17 Marketing Calendar & Destination Analytics survey summary.

**Develop Marketing Partnerships**

Brenda Maas gives Dino Trail update and notes that in FY17 $1,500 was given to help update Dino Trail (make corrections, print updated maps).

**Grow In-Region Partnerships**

Brenda Maas presents on partner Eblasts.

**Support Tourism Product Development**

Dennis Kopitzke presents on the Custer Loop initiative. Discussion on how to help market the upcoming launch of 19 signs, including a potential media event when all are done. Brenda to connect with Dennis.

**Committee/Task Force and Board Reports**

Chip Watts ask for discussion on Whistleblower and Conflict of Interest Policies.

John Brewer explains that if this is approved it becomes a part of bylaws.

Glenda Ueland moves to approve both, Christine Whitlatch seconds. No discussion. Motion passed. All Board members to sign and submit to Brenda for the record.

**Marketing Grants**

Dale Galland presents updates on marketing grants.

Dale Galland and Brenda Maas would like to see new grant application language to ensure the funding of new projects.

John Laney recommends that we give the authority to committee to reword and bring back for action.

Tabled until next meeting.

**Evaluation Committee**

John Brewer gives updates on Agency of Record RFP Process. John Brewer asks the board if they have questions they would like to committee to ask.

**Legislative Update/Tourism Matters**

John Laney gives legislative

**Meeting Adjourns**

Leslie moves to adjourn. Glenda seconds. Motion passed. Suzy Havener gives tour of museum.