

**Private Revenue Project Committee Minutes**

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)

**Monday, December 4, 2017, 1 p.m.**

Dial Conference number 866-876-1424; Enter Access Code 2945270

**In Attendance:**

Shyla Hadley; Mona Madler; Dale Galland; Sabre Moore plus Brenda Maas (staff) and Beth Burman Frazee (Windfall)

Quorum established

**Committee Chair:**

Sabre Moore submitted motion for Dale Galland to be named Chair; Shyla Hadler gave second. Discussion and approved.

**Update:**

Brenda noted that private projects include scenic map; historical map; microsite and sponsorships. Beth working on rate card. Brenda noted that having rate card in hand plus the scenic map will help solidify sales of advertising/sponsorships.

She also noted no cost for projects other than printing and commission paid to Windfall, based on sales.

**Scenic Inspiration Map Discussion:**

Committee would like to see:

* Warrior Trail noted on History map (not scenic)
* Modify colors of reservations and use “greenish” color for national forests (i.e. Custer Gallatin NF)
* No use of icon for gas/lodging/dining because it is too difficult to keep current and want to keep map simple – icons do not match the mission
* Add Sheridan, WY (dot), Alzada, MT (dot)
* Add disclaimer about seasonal hours (many museums)
* Add disclaimer for Terry Badlands/Calypso Trail that need high-clearance all-wheel vehicle and do not attempt to traverse when wet
* Add LBBNM at #10 Picture-Perfect Place
* Add Prairie Rose Classics (car museum in Baker) and possibly SHAC (Colstrip) as final Inspirational Spots

**Closing:**

 Committee decides to meet “as needed” rather than set regular meeting

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Visit Southeast Montana is managed by the Billings Chamber of Commerce