



Executive Committee Agenda

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

Tuesday, August 7, 10 a.m.

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

Welcome and establish quorum

Called to order at 10:01 a.m.

On Call: Dale Galland; Sabre Moore & Chip Watts

Staff: Brenda Maas & John Brewer

Previous meeting minutes for approval

Chip Provided motion to approve

Sabre Provided second. Motion passed.

Board calendar

Sabre noted that 9/11 Board Call could conflict with Task Force – will adjust as necessary.

Brenda noted the move to Wednesdays, to accommodate Windfall.

Dale favors on-location meeting in Nov.; Sabre and Chip agreed.

Chip motion to approve calendar with - Sabre provided second.

SEMT potential nominations for Governor's Get Outdoors Advisory Council

Brenda shared executive order and application for the Governor's Get Outdoors Advisory Council, noting the August 17 deadline. She noted that Rachel VandeVoort suggested Bretz RV or KOA representative. Brenda to share with a few fishing guides.

Update on Committees (Brenda)

Brenda shared updated document on committees, including that Sabre Moore and Jessica Malone are interested in the Marketing Projects Committee.

Dale thinks Leslie would be a good candidate for either, but looking for marketing. Dale will send out assessment.

Also, Brenda noted that Friends of Pompeys Pillar grant writer is requesting application for cooperative marketing grant for new event, Fall Festival (which replaces Clark Days in July).

Dale suggests Chip be on the cooperative grants committee, also as mentor for newer members; he would be a plus. Chip agrees to be on the Grants Committee.

Report on recent and upcoming activities (Brenda)

Lt. Gov. Cooney at Makoshika State Park – Led by Christine Whitlatch of Glendive Chamber & CVB; Brenda represented SEMT, reinforced need for water and full-service campground.

Cooney was receptive, asked about other forms of funding.

Historic Maps are printed and Michele is distributing; also posted on website. Travel Guides went to printer on 7/20. Shipped 8/6.

As part of FY18 JV, the 3 MT Dinosaur Trail locations will have a 2-3 minute video (created by Tempest/coordinated by Central MT), along with the new website. Brenda worked with facilities to coordinate. Also, Brenda traveled to Ekalaka to see Carter County Museum and Medicine Rocks, learn about the area; on the return she presented to the Broadus Chamber of Commerce Board. They are very interested in collaborating with SEMT, have several new Board members. Brenda emphasized the “Western Authenticity” aspect of the area, along with the Warrior Trail.

Jessica Malone expressed concern about forums that discourage travelers from taking Hwy 212 because of on-going construction. Brenda asked Jessica to forward the forums – she will share with Jan Stoddard at MOTBD, asking for assistance.

Pat Doyle of MT State Parks will be in Billings – Brenda to meet, discuss collaborative projects. Parks in Focus meeting will be at Makoshika in Sept. 28.

Special Cowboy Moments will film at Crow Fair on Aug. 17 – 18. Also, Brenda will have fam of Australian and New Zealand travel agents, in conjunction with MT Travel Trade Office and Visit Billings, Aug. 17-20.

Team Windfall in Billings next week for strategy session.

Other Items

Dale reminded of need for orientation for new members at next meeting (Wibaux). Dale also suggested “mentor” for new members, it helps them navigate and build interest and familiarity.

Next call – Tuesday, Sept.11 @ 10 a.m. – moved from Labor Day/Tuesday.



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