



## 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](http://www.SoutheastMontana.com)

**Tuesday, November 6, 10 a.m.**

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

Welcome and establish quorum – Dale Galland (Board Chair)  
Sabre Moore; Jeff Ewelt; Dale Galland; Chip Watts; Brenda Maas (staff)

Called to order at 10:03am

### **Update on Task Force** (John)

John finishing the documentation. Likely present at January Board meeting.

### **Budget Update** (Brenda)

We will have quarterly numbers from Barb Sanem (MOTBD) in mid- to late-November and Brenda will update Exec. Board at that time. If savings are needed, she recommends the trade show budget.

### **Ex officios** (see Board Roster - attached)

Brenda pointed out that with the retirement of Doug Habermann, we have John Laney (Miles City CVB) & Doug Miles (Billings Chamber Liaison).

The bylaws state: *The Board may, in its discretion, appoint ex-officio directors, without voting power, as the Board deems necessary for fulfilling the Corporation's mission. The Board shall offer an ex-officio director position to each community that is designated a "Convention & Visitors Bureau" in the Southeast Montana Tourism Region.*

According to the bylaws, the Board should seek

Brenda noted that in the past, NPS and State Parks have been represented; NSF and BLM are also partnerships that we need to consider.

Board Application from Wibaux Co. (attached) – Machele

Sabre – thinks good

Chip notes backing of Chamber -

Jeff – thinks Stockman Bank

Jeff makes motion to move application to full Board

Chip second

Chip notes – that *ex officios* do not have voting rights.

**Parks in Focus** (see link in email)

<http://www.chartinganewtomorrow.com/parks-in-focus/>

Discussion around the Recommendations and Visit Southeast Montana's response. Brenda to draft and share with Executive Board. This was recently brought to her attention and there's a short turnaround – due Nov. 7.

**Update on Committees** (Sabre)

Marketing Committee – Travel Guide cover options

Re-drafted itineraries + added “Get a Little More Western” and expanded Dino Itinerary to include Terry & Broadus.

[http://www.dropbox.com/s/617bicl1dxoon8u/SEMT\\_Travel%20Guide%2019%20Cover\\_110518.pdf?dl=0](http://www.dropbox.com/s/617bicl1dxoon8u/SEMT_Travel%20Guide%2019%20Cover_110518.pdf?dl=0)

**TV Commercial**

Brenda recommended watching this, which is running now –

[https://www.dropbox.com/s/hvx5zvvenik0cx4/Rooster%20Tales%20SEMT\\_FINAL.mp4?dl=0](https://www.dropbox.com/s/hvx5zvvenik0cx4/Rooster%20Tales%20SEMT_FINAL.mp4?dl=0)

**Grants**

Brenda reported that 2 VIC reports submitted (Broadus & Big Horn Co/Hardin) for payment.

Chip reported, as per call with Peggy Iba and Brenda, will need to streamline the process, potentially creating sample reports.

Marketing Cooperative Grants – Due Dec. 1

**Report on recent and upcoming activities** (Brenda)

Brenda shared DRAFT photos policy (attached) – to be forwarded to full Board for approval.

Video – in progress; will have for Jan. Board meeting.

Presentations – Brenda reported that she presented to Leadership Miles City.

Workshops – Brenda recommended move to Feb to allow for TBEX info, “opener” timeline.

Chip suggested sending PSA to local paper & social invite, via Chamber & Civic Group

TBEX – Visit Billings working hard on Pre-Bex fams, TBEX staff were in Billings for site-visit.

Public Policy – Brenda to send a “welcome” letter to newly-elected officials, include SEMT's Public Policy and invite them to attend a Board meeting.

Partner website & Blog – Expected launch is Jan. 15.

**DRAFT Agenda** for 11/14 Board Meeting (attached)

Brenda shared with Exec. Board. To also include the Parks In Focus information.

Next call – Tuesday, Dec. 4 @ 10 a.m. – as needed

**Chip Watts shared:**

Look up a local archer (via Superior Archery) who won nationals and qualified for Olympics.

Also, via Sandy FMCA considering Billings for 2020.

{Brenda shared with Stefan Cattarin}

Adjourned by 10:51



Visit Southeast Montana is managed by the Billings Chamber of Commerce