



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

April 24, 2018 – 10:00 a.m. – 3 p.m.
Best Western Yellowstone Crossing – 205 SE 4th Street
Laurel, MT

Meeting Agenda

- I. Welcome and Introductions - Chip Watts (Board Chair) 10:00
 - a. Welcome to Laurel – Carrie Smith (Laurel Chamber of Commerce Board)
 - b. Introductions

- II. Public comments on items NOT on the agenda (limited to 3 minutes per speaker)

- III. Approval of January 16, 2018 Meeting Minutes (pages 3-6) ACTION 10:10

- IV. Financial Overview (John Brewer) 10:15
 - a. Variance report and Financials, Jan. – March 2018 (pages 7-8) ACTION

- V. STRATEGIC DISCUSSION – 10:25
 - a. Presentation of Travel Guide (Brenda & Team Windfall) ACTION
 - b. Presentation of FY19 Marketing Plan and Budget (Brenda) ACTION

NOTE: FY19 Marketing Plan is in separate attachment – it is a large document

- LUNCH BREAK (Catered by Dickey’s Barbecue Pit, Laurel) 11:30**

- VI. STRATEGIC GOALS 12:30
 - a. Produce Quality Marketing Initiatives (page 9)
 - i. Marketing Update – Team Windfall & Brenda
 - b. Develop Marketing Partnerships...outside the region
 - i. AgriTourism & Film Ambassadors – Brenda (pages 13-20)
 - c. Grow In-Region Partnerships...to connect to constituents
 - i. Update on Digital Strategies workshops (Brenda)
 - ii. Presentation from Visit Billings - Alex Tyson

- d. Support Tourism Product Development
 - i. Nothing new to report.
- V. Committee/Task Force and Board Reports 1:45
 - a. Legislative Update/Tourism Matters/Voices
 - i. Legislative Committee Update – Dan Brooks (page 21) ACTION
 - ii. Committee Reports, minutes (page 23 -28)
 - b. Open Board positions (pages 29 - 42)
 - 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. June 19 (Broadus)
- I. Meeting Adjourns - take a brief tour of TBD location 2:30

NOTE: Other than the meeting starting time, times listed are approximate and agenda items may be rearranged. Public comment is welcome on all items.

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STATIONSTORES

Thank you to our Corporate Partners

ZooMontana

Miles City Chamber of Commerce/TBID



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Meeting Minutes for Visit Southeast Montana Board of Directors

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January 16, 2018 @ 11:00 a.m.
Haugo Center
483 East Rosebud Street, Forsyth, MT

Board Members in Attendance: Jeff Ewelt, Christine Whitlatch, Sabre Moore, Beth Epley, Glenda Ueland, Doug Haberman, Chip Watts, Dale Galland, Leslie Janshen, Peggy Iba, Dianna Murnion, Shyla Hadley, Dennis Kopitzke

Staff Present: John Brewer, Brenda Maas, Michele Flanagan

Guests: Beth Frazee (Windfall), Dax Schieffer (MT Tourism), Pat Doyle (Montana State Parks), Nathan Satran (Photographer), Coby Gierke (Montana State Parks), Wayne Challoner (Little Big Horn Battlefield National Monument), Shari Robertson (Eastern Plains Economic Development), Doris Pinkerton (City of Forsyth)

Meeting called to order at 10:06 a.m.

Welcome and Introductions

Chip Watts welcomed the group and attendance was called. Mayor Dennis Kipitzke welcomed the group and gave a short overview of Forsyth and updated all on the Custer Circle project.

Public comments

Chip Watts called for public comments. No public comment.

Approval of November 21, 2017 Meeting Minutes

Peggy Iba moved to approve the November 21 minutes. Sabre Moore seconded. No discussion. Motion passed.

Financial Overview

John Brewer gave a financial overview (variance report and financials, Sept – Dec, 2017). Glenda Ueland moved to approve; Christine Whitlatch seconds. Motion passed. During the discussion John noted that revenue is at budget as staff continues to work closely with the MOTBD to monitor anticipated lodging tax collections. Christine Whitlatch would like to see a future door sign for the Wibaux CVB during the winter months, directing visitors to the Glendive CVB if weather and road conditions were to be an issue for access.

Strategic Discussion

FY19 Marketing Plan and Budget

Brenda gave update on FY19 marketing plan and budget, anticipating the current \$6,500 budget for purchased photos to double in FY19 stressing the importance of video and imagery. Also working to bringing social influencers to the region.

Partner Presentation

Pat Doyle (Montana State Parks) presented how Montana State Parks markets the 55 state parks and 7 national historic landmarks, highlighting Parks in Focus – a statewide 12-member panel to ensure the Department of Fish, Wildlife & Parks (FWP) has the resources, capacity and expertise to implement the Montana State Parks and Recreation Strategic Plan.

Strategic Goals

Produce Quality Marketing Initiatives

Brenda presented the Marketing Dashboard, including social media statistics, showing an increase in Twitter and Instagram engagements. She also gave quick overview of mini social media campaign, National Plan for Your Vacation Day. Randy Newberg, *Fresh Tracks* has filmed a new series in our region that will be a valuable marketing asset. Brenda updated board on upcoming Northwest Sportshow (Minneapolis) mid-March trade show, focusing on added value, including inviting a representative from FWP to the booth. Beth (Windfall) showed print and digital ad examples. Also updated board of cooperative advertising buys 1) *Distinctly MT* with Glendive and Miles City, 2) *Northwest Travel* with Visit Billings, 3) *True West* magazine with Southeast Montana.

Develop Marketing Partnerships...outside the region

Nothing new to report.

Grow In-Region Partnerships...to connect to constituents

Workshops

Brenda updated Board of no-cost/low-cost marketing workshops for Tourism Partners with tentative date March 1-2. Will update board with details once finalized.

Support Tourism Product Development

LBBNM General Assessment Update

Brenda and Wayne Challoner (Little Big Horn Battlefield National Monument) briefed board of implementation of interim remodel of VIC to address immediate facility and visitor experience needs. Remodel could happen as early as winter of 2018-19.

Committee/Task Force and Board Reports

Private Fund projects

Beth (Windfall) updated all on microsite progress and provided handouts of latest draft of Scenic Map and finalized rate card.

Legislative Update/Tourism Matters/Voices

Legislative Committee Update

Legislative Committee Development

Brenda shared SEMT Legislative Call Notes

Members on call: Brenda Maas, Sandy Watts, Beth Epley and Dan Brooks

The purpose of the call was to outline some basic priorities and identify additional issues on n SEMT 2019 Public Policy Page. We will work to refine these concepts in order to guide legislative efforts during the 2019 Legislative Session and easily inform lawmakers and the public of SEMT's positions. The items outlined below require additional vetting/adjustment but serve as a basic foundation for issues the Legislative Advisory Board would like to address.

Priorities:

1. Defending the lodging tax from increase and supporting efforts to reallocate lodging tax dollars from the General Fund to regional tourism.
2. Support funding for State Park infrastructure throughout SEMT.

Additional Issues:

1. Rural telecommunications: this issue broadly affects the business community and tourism partners.
2. TBID: defending the law and ability to create a TBID.
3. Wayfinding Signage: additional efforts/investment especially at points of entry.
4. Workforce training: grants/funding for workforce development, especially related to IT, internet training, etc.
- 5.

The Committee will bring a proposal for approval to the April meeting.

Partner Presentation

Dax Schieffer (Voices of MT Tourism) presented tracked tourism data for 2017. He's anticipating growth in the visitor economy due to increasing air service, private industry capital investments and strong statewide and regional marketing programs.

Other announcements

Christine Whitlatch shared the Glendive CVB is planning to partner with some Windfall products, increase social media and seeing an increase in new entrepreneurial businesses.

Jeff Ewalt shared ZooMontana may have a television broadcasting opportunity in the future as well as some renovations to the entrance and guest visitor center.

Beth Epley shared that Eastern Plains has revolving loan funds and gap funding for new businesses.

Doug Haberman encouraged all to attend MT Fish, Wildlife & Parks meetings.

Dennis Kopitzke encouraged all to promote Forsyth and what it has to offer.

Dianna Murnion stated there has been an increase in goose hunting in Rosebud County.

Sabre Moore shared the Carter County Museum had a 28% increase in attendance overall for the year. Also, the Annual Dino Shindig will be July 28-29.

Dale Galland shared that Terry Badlands was featured in National Geographic last year.

Chip Watts encouraged all to attend Crow Fair 2018.

John Brewer shared the American Airlines direct flight from Billings to Dallas has been successful, and the Billings Chamber of Commerce will continue to work on its community priorities.

Peggy Iba shared their local fair will move to the 3rd weekend in June and downtown Glendive is improving and encouraging tourism. Pamela Harr, artist, is showcasing her Bridger Bronze life-size sculptures.

Leslie Janshen shared Miles City has a new restaurant, Range Riders Bar and Café. Also, the Stache Bash-Bison Bar will be held Saturday, February 17, 2018.

Glenda Ueland shared tourism has improved at Evelyn Cameron Museum.

Shyla Hadley shared Fallon County won Rodeo of the Year for the 3rd year in a row.

Board Meeting Schedule

All meetings 10 a.m. – 3:00 p.m. unless otherwise noted. All times subject to change.

April 24 (Laurel or Billings – TBD)

June 19 (Broadus)

Meeting Adjourned at 2:30 p.m.

Group was invited to view one of the “Custer Circle” signs at the East Rosebud River Access site in Forsyth.

Southeast Montana Variance Report Year-to-Date as of March 31, 2018

Revenue over expenses is \$19,363 over budget.

Revenue is \$45 over budget from interest earned on the savings account.

- Staff continues to work closely with the MT Office of Tourism to monitor anticipated lodging tax collections.
- Advertising sales for Tear Off Maps/Microsite are currently at \$6,750. Total budgeted for the project was \$20,000.

Total Expenses are \$19,318 under budget.

- SEMT States Expenses are \$19,664 under budget.
 - Advertising expenses for both ad production/creative services and media placement are at budget.
 - State Marketing Support is under budget \$7,956 from Personnel Expenses.
 - Publicity is under budget \$9,585 from social media, both inhouse and from Windfall.
 - Telemarketing/Fullfillment is currently under budget \$1,970 for Mars Stout.
- SEMT Unrestricted Expenses are over budget \$346 for anticipated meeting expenses. These expenses are unallowable expenses that state marketing or admin dollars do not cover per rules & regulations.

**Visit Southeast Montana
Profit & Loss
Budget vs. Actual
March 2018**

	CURRENT MONTH		YEAR TO DATE		**2017-2018 Annual Budget
	March 2018	March 2018	July-Mar 2018	July-Mar 2018	
	Actual	Budget	Actual	Budget	
Income					
SEMTE State Revenue	-	-	431,500	431,500	564,048
SEMTE State Interest Revenue	4	-	45	-	-
Unrestricted Funds Revenue:					
Sponsorships	-	-	-	-	22,500
Advertising - Tear Off Maps/Microsite	2,250	2,250	6,750	6,750	20,000
Total Income	<u>2,254</u>	<u>2,250.00</u>	<u>438,295</u>	<u>438,250</u>	<u>606,548</u>
Committed Rollover Funds from Prior Year	-	-			19,734
Expense					
SEMTE Unrestricted Funds					
SEMTE Unrestricted - Advertising	-	-	-	-	-
SEMTE Unrestricted - Staff Training	-	-	196	200	200
SEMTE Unrestricted - Meetings	286	140	2,080	1,730	2,400
SEMTE Unrestricted - Lobby/Awareness	-	-	2,000	2,000	2,000
SEMTE Unrestricted - Membership Dues	-	-	150	150	150
SEMTE Unrestricted - Tradeshow Exp	-	-	-	-	400
SEMTE Unrestricted - Printing	-	-	-	-	5,000
SEMTE Unrestricted - Commissions	-	-	-	-	8,375
SEMTE Unrestricted - Misc.	-	-	-	-	-
Total SEMTE Unrestricted Funds	<u>286</u>	<u>140</u>	<u>4,426</u>	<u>4,080</u>	<u>18,525</u>
SEMTE State Expenses					
SEMTE State Advertising	50,198	32,558	158,492	158,616	224,572
SEMTE State Marketing Support	15,231	17,363	148,134	156,090	204,010
SEMTE State Printed Projects	-	-	-	-	45,000
SEMTE State Publicity	45	1,900	1,315	10,900	23,000
SEMTE State Tradeshow	1,576	535	3,241	3,220	9,200
SEMTE State TeleMarketing/Fulfill.	255	802	24,124	26,093	28,500
SEMTE State Internet Development	5,000	5,000	8,959	9,010	34,500
SEMTE State Visitor Info. Center	-	-	-	-	15,000
Total SEMTE State Expenses	<u>72,305</u>	<u>58,158</u>	<u>344,265</u>	<u>363,929</u>	<u>583,782</u>
Total Expense	<u>72,591</u>	<u>58,298</u>	<u>348,691</u>	<u>368,009</u>	<u>602,307</u>
Net Income	<u>(70,337)</u>	<u>(56,048)</u>	<u>89,604</u>	<u>70,241</u>	<u>23,975</u>
Cash			Current Month	Last Month	
State Funds - Checking			88,310	160,615	
State Funds - Savings			34,444	34,439	
Unrestricted Funds - Checking			<u>36,198</u>	<u>34,234</u>	
Total Cash			<u><u>158,952</u></u>	<u><u>229,289</u></u>	

** 2017-2018 Budget incorporates the carryover funds from the previous year as decided by the board in addition to the increased sponsorship revenue & expenses proposed by Windfall for Unrestricted Funds.

Social Media

2017-2018	QTR 1 (Jul. - Sep.)	QTR 2 (Oct-Dec)	QTR 3 (Jan-Mar)	QTR 4 (Apr-Jun)	Actual	Goal
Facebook	19857	19420	19916		19436	23,048
Instagram	3943	5345	5652		5,345	3,594
Twitter	755	794	812		776	817
2016-2017	QTR 1 (Jul. - Sep.)	QTR 2 (Oct-Dec)	QTR 3 (Jan-Mar)	QTR 4 (Apr-Jun)	Actual	Goal
Facebook	19,707	19,755	19,869	19,869	19,869	21,000
Instagram	3,014	3,130	3,116	3,125	3,125	4,000
Twitter	612	633	693	710	710	750

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2017-2018	QTR 1 (Jul. - Sep.)	QTR 2 (Oct-Dec)	QTR 3 (Jan-Mar)	QTR 4 (Apr-Jun)	Actual	Goal
Actual (Unique Visits)	14517	3612	3461		21590	30,000
2016-2017	QTR 1 (Jul. - Sep.)	QTR 2 (Oct-Dec)	QTR 3 (Jan-Mar)	QTR 4 (Apr-Jun)	Actual	Goal
Actual (Unique Visits)	11,579	3,163	7,673	n/a	22415	30,000

Call Center

2017-2018	QTR 1 (Jul. - Sep.)	QTR 2 (Oct-Dec)	QTR 3 (Jan-Mar)	QTR 4 (Apr-Jun)	Actual	Goal
Inquiries (Calls and Emails)	219	98	659		976	3000
Travel Guides Sent	2937	320	1842		5099	9000
2016-2017	QTR 1 (Jul. - Sep.)	QTR 2 (Oct-Dec)	QTR 3 (Jan-Mar)	QTR 4 (Apr-Jun)	Actual	Goal
Inquiries (Calls and Emails)	437	63	226	853	1579	3000
Travel Guides Sent*	2993	58	1350	4531	8932	2900

* Social media reporting Jan 9 - April 19, 2018 ** website visits counted Jan 9 - April 17, 2018



DEVELOPING MONTANA'S AGRITOURISM: A RESOURCE MANUAL



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Left and right images: Touring the Underground, by AERO.

WHAT IS AGRITOURISM?

Montana is in the early stages of establishing a commonly accepted definition for agritourism. However, the definition used in 2017 legislation addressing liability is as follows:

“Agritourism” means a form of commercial enterprise that links agricultural production or agricultural processing with tourism in order to attract visitors to a farm, ranch, or other agricultural business for purposes of entertaining or educating the visitors.

House Bill 342 was passed into law in March 2017, adding agritourism to the list of Montana Recreational Activities in which participants assume the liability for the inherent risks of those activities. For more information on insurance and liability, please see the

Safety and Risk Management section of this resource manual.

At its heart, agritourism connects farms to communities. According to the state of Vermont, ‘it is the business of establishing farms as destinations for education, recreation, and the purchase of farm products. A farm visitor could be from a city far away, or a neighboring town.’ In the Abundant Montana Directory, there are many types of agritourism activities listed including farm and business tours, farm-to-table dinners, farm stays, workshops, internships and volunteer opportunities, and special events such as weddings. For a more detailed description of agritourism activities, please see the *Types of Agritourism* section of this resource manual.

IMPACT OF THE FILM INDUSTRY IN MONTANA

The economic benefits of film industry productions in Montana are many. First, there are direct economic benefits of the money spent on wages, products, and services. The production company spends money with local businesses on lodging, clothing, groceries, restaurants, fabrics, lumber, hardware, office supplies, and laundry services. Individual cast and crew members may also spend money on leisure activities, books and magazines, and souvenirs. Even temporary "extras" and curious visitors from neighboring areas will spend additional dollars within the community hosting a production company.

Because most of the dollars spent is new money brought in from out of state, economists project that the film industry has a greater impact for Montana businesses and employees.

Productions also play a part to create and retain jobs within the state, as they allow Montana's freelance film crew members and support services to earn their living. These commercial media projects are much like having new, medium-size businesses move into the community, generating thousands or millions of dollars of activity over a few months instead of a few years.

ECONOMIC IMPACT SNAPSHOT*

- **488** productions filmed
- **\$37 million** impact
- **\$92 million** generated by visitors who came to the state because of a film

*Based on 2006-2012 data. Institute of Tourism & Recreation Research, University of Montana, Missoula, MT

NOTABLE MONTANA FILM LOCATIONS

Bannack
The Ballad of Lefty Brown

Big Timber
The Horse Whisperer

Billings
Far & Away
Nebraska

Bozeman
Walking Out

Glacier National Park
What Dreams May Come

Glasgow
Northfork
Firefox

Have
Winter in the Blood

Hi-Line
Forrest Gump

Libby
The Revenant
The River Wild

Livingston
A River Runs Through It
Certain Women
Wildlife

Kevann Campbell, Film Ambassador Coordinator
T: 406.841.2887 | F: 406.841.2871
kev.campbell@mt.gov

Allison Whitmer, Film Commissioner
T: 406.841.2881 | 800.553.4563 | F: 406.841.2877
allison.whitmer@mt.gov

FILM AMBASSADOR
MONTANA

MONTANA
FILM OFFICE 

MONTANAFILM.COM

MONTANA COMMUNITY FILM AMBASSADORS

The Film Ambassador's role is to field questions while creating long-lasting business relationships helping to create cinema moments that end up on screens of all sizes worldwide.

The Montana Film Office seeks individuals who have local knowledge and relationships to assist with a variety of film-related activities throughout the state.

These activities may include:

- taking initial calls from production companies searching for local filming locations (scouting)
- relaying location information
- communicating feasibility of filming regarding weather, agricultural conditions and community events
- submitting location photographs
- securing permits

This network of relationships is vital to maintaining a united front to attract productions to Montana.

Ambassadors are members of the community who are "in the know" and passionate about promoting assets and resources sought by location scouts. Perhaps an Ambassador is a longtime resident, seasoned crew member or someone well-versed in the art community.

Ambassadors are likely those who have developed relationships with inquiring film crews. They might be employed by the city, county or tribe, often in the local Chamber of Commerce, Visitor & Convention Bureau, or economic development organization.



ROLE OF THE FILM AMBASSADOR

The local Film Ambassador serves a liaison between the community and inquiring film crews and is often the first point of contact in the process of film site selection. Inquiries from film crews could range from simple to complex.

Here are some examples of actual inquiries:

- Request for traffic control...at 7:30am Monday morning. Filming is often more productive on a Sunday with the usual traffic.
- Requests to film in the National Parks ...in July. The NPS rarely allows filming at the height of summer, as millions of visitors are in the park.
- Requests for fields of ripe wheat...in May. Wheat doesn't reach its dry golden stages usually until July in Montana.

CASTING CALL

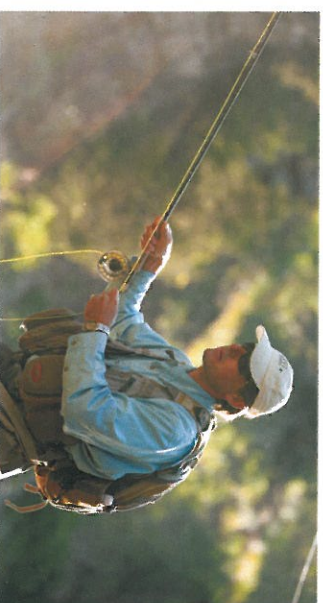
To become your community's Film Ambassador, contact:
406.841.2887 | kev.campbell@mt.gov

THE RIPPLE EFFECT

To provide authentic storytelling of Norman Maclean's novel "A River Runs Through It," producers selected the community of Livingston and then transformed it into 1920s Missoula. Local fly-fishing experts were consulted to guide the accuracy of the fishing scenes of what would become a critically-acclaimed film.

Filmed 25 years ago, "River" is said to have hatched the fly-fishing industry in Montana. After the movie was released in 1992, veteran and rookie anglers descended on Montana in droves to fish the rivers in southwestern Montana where it was filmed (Boulder, Gallatin and Upper Yellowstone), and the Blackfoot where the story was set. The fly-fishing industry experienced a 60 percent increase for two years. Clearly, the economic ripple the film cast has been felt across Montana's trout streams and communities for decades.

Still, others who may not have taken up fly-fishing are still drawn to the state by the beauty reflected in the film, which won Philippe Rousselot an Academy Award for cinematography.



Visit Southeast Montana Public Policy 2019

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Defend Lodging Tax
Oppose any changes to the lodging tax that reduces funding of tourism promotion and marketing.

Priorities



Fund State Park Infrastructure
Advocate for increased funding towards Montana State Park infrastructure throughout Southeast Montana.

Issues

- Support efforts to ensure lodging tax is appropriately remitted from short term accommodations such as Airbnb.
- Support legislation assisting with the increased provision of rural telecommunications, which broadly affects the business community and tourism partners.
- Oppose any reduction or reallocation of the funds generated by current Tourism Business Improvement District (TBID) laws.
- Support efforts to increase Montana's wayfinding signage at points of entry to the state.
- Support efforts to pass local option authority, allowing local voters to decide on enactment of a limited local sales tax to fund infrastructure and local community priorities.





Executive 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

Tuesday, February 12, 10 a.m.

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

Welcome and establish quorum

Staff: Brenda Maas & John Brewer

Board: Chip Watts; Jeff Ewelt; Dale Galland; Dan Austin

Meeting called to order at 10:03 a.m.

TAC Research Summit

Scheduled for Feb. 21 in Helena. Jeff to be there; Brenda will, also.

Chip suggests that ITRR contact lodging facilities about where consumers coming from.

Brenda to survey full Board about the type of research they would like to see.

Budget Update (Brenda)

All on track for FY18, to date. VIC grants are still in the mix.

Travel Guide Update

Brenda informed Executive Committee that best estimate show approximately 32,000 Travel Guides remain. Additionally, there are issues with a simple reprint, mainly because the majority of photos in the current Travel Guide were purchased (under Mercury contract) for one-time use. Those contracts would have to be re-negotiated – that is a great deal of work.

Brenda suggested using all of the remaining guides and rolling the budget into FY19, minus \$10,000 that could be used to purchase multi-use images (in FY18, images to be used in the guide but also on website, in advertising and so on). Then, in July (FY19) create and print guides to last until March of 2020 (using the FY19 budget).

A very lengthy conversation ensued and included:

Dan suggested that most photographers, make them an offer or ask for a price to just own them. He thinks most photogs would appreciate the honest approach and just make an offer to own. Additionally, Dan noted that 85% of travel booked online. “We need to really re-think how these (guides) are used...need to get the website right.”

Chip agreed with less use of printed material. He also noted that 7th Ranch is way ahead of reservations compared to last year. He’s not sure that Certified Folder is best use of funds.

Dan suggested using the CF funds to optimize the website and send Travel Guide only to those who request it (the advance planners).

Jeff agreed with Dan – drastically cut the amount, but, “don’t get rid of it completely.” Makes sense...ZooMontana got rid of brochures and he was worried but it has not affected their numbers.

Chip asked: Should we consider eliminating contracts with Certified Folder and moving the call center work (Mars Stout) inside?

Dan asked: What if we completely got rid of the guide and drove all traffic to the website?

Dale asked: What does Windfall think? They are our agency.

Brenda is able to get Jim/Windfall to join the call and gave him update of conversation.

Jim/Windfall commented: For rural communities, the guide is incredibly important, there are still a lot of people who live offline that are trying to serve.

Dan: In FY17, we only pre-delivered 1,000 guides; I am the one who pushed this.

Jim/Windfall: Regarding demand for Destination Missoula and Glacier Country guides (as comp), the numbers continue to go up. "Telling the other stories is important; honestly, I am a digital guy but I would be nervous about completely getting rid of them (the guides). But I am not a fan of big inventory in racks." And, regarding new website: "I promise that it will be a good site but I cannot give that recommendation (get rid of guide completely). Organic search is the key. Visit SEMT is lagging behind everyone in the state."

After further discussion, consensus is to use the remaining guides and for Team Windfall to bring Travel Guide options before the full Board at the April meeting.

Low-cost/No-cost Marketing Workshop (March 1 & 2)

Brenda provided an update. Workshop dates and locations are set. Presenters from TripAdvisor, Google and SEMT website/Windfall (VisitMT.com). Information be pushed out.

Update from Windfall on Sponsorships

The following purchased "bundle" of 2 maps + microsite: Visit Billings; Visit Glendive; Prairie Unique, Miles City & ZooMontana. Also pitched to: Custer Battlefield Museum; Friends of Pompeys Pillar, Grandview Campground, Yellowstone County Museum, WaterWorks Art Museum and Big Horn County Historical Museum. Also, connecting with Holiday regarding major sponsorship.

Other

Change date of March Executive Committee meeting/call to 3/13.

Meeting adjourned at 11:18 a.m.



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Executive Committee Minutes

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Tuesday, March 13, 10 a.m.

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

Welcome and establish quorum

Staff: Brenda Maas & John Brewer

Board: Chip Watts; Jeff Ewelt; Dale Galland

Meeting called to order at 10:10 a.m.

TAC Research Summit:

Brenda provided a brief report. Dale noted that we need research that we can count on, and that we need information from Windfall and from our entry points (VICs). Chip suggested that we get data from lodging properties, especially to id new markets. John suggested spending time at April Board meeting asking Board for their input: What are proper methods and how do we achieve results? What is most effective and what sort of timeline and expense?

Brenda to put “holder” for Research into FY19 budget and marketing plan.

Budget Update (Brenda)

Tracking along at or near the projections. Megan, Barb and Brenda have tracked revenue closely. It looks like we'll come in at or near budget. However, there's lots of time between now and June and we do need to be prepared for a 'what if' scenario.

Regarding the VIC grants, Brenda recommended one of these two options:

1. Intentionally carry the \$15K VIC budget over into FY19. Modify this year's grant application to require more reporting from the VICs, including demos on visitors, plus change the timing of the award so that it is funded after the documentation is provided and audit is complete. This transition will be bumpy but after this year, it will be more efficient (Brenda and Megan will not need to chase down docs that are always missing and flagged during the audit).
2. Intentionally carry 50% of the VIC funding into FY19. Basically, fund ½ now and ½ in FY19. However, this process is not as “clean” as option 1.

Either way, Brenda will notify the VICs asap and potentially modify the grant application.

Discussion:

John noted that he does not see the State returning funding to VICs.

Chip: Preferred Option 1 – “I think they can carry the funds...it's an important part of their budget.”

Jeff: Also Preferred Option 1 – “we need to think about a reserve and look at overall picture.”

Chip noted, “If we do this, we are making a commitment to fund them. This is different than the marketing cooperative grants.”

Dale: "This is a priority; however, we have to have money to cover it. We need to figure where we might take the funds away, in case we do not have it."

John noted that the VIC funding was approved in the budget.

Dale – made motion for option 1; Jeff provide second motion and it was approved.

Low-cost/No-cost Marketing Workshops (Brenda)

Brenda provided report on the March 1 & 2 workshops. There were 15 attendees in Miles City and 19 attendees in Billings. All seemed to find value; Brenda has yet to review all exit surveys. Will use those to guide workshop for next fall.

Other Updates:

Rachel VandeVoort, new director of Office of Outdoor Recreation, will be in Billings and Fort Smith/LBBNM next week (March 21 – 23). Brenda has been in contact with Rachel on/off since October and invited her to learn more about the region. This is a great opportunity to showcase the region directly to the Governor.

Dan Brooks has a draft of the Visit SEMT Public Policy from committee to be presented at April Board meeting.

Board Vacancies

As per bylaws, Dan to be chair of committee + Dan and then Chip appoint (2) at large and then a past-chair for the committee. There are several open vacancies – to address, initiate the nomination process.

John announced new advertising company via RFP process is BCF advertising out of Virginia Beach, VA.

Jeff (who was on selection committee) noted: "At first I was hesitant...they had not been here. They came here, spent a week here and showcased Billings and showed it from someone who had never been here. It was humbling – we always complain about things like the refinery...such a different viewpoint and made us re-think Billings."

Next Call

Tuesday, April 3 at 10 a.m. to review FY19 Draft Marketing Plan and Budget

Meeting adjourned at 10:41 a.m.



Visit Southeast Montana is managed by the Billings Chamber of Commerce



Private Funds Committee
Meeting Minutes
February 28, 2018

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, February 12, 10 a.m.
Dial Conference number 866-876-1424; Enter Access Code 2945270

On Call: Dale Galland; Glenda Ulland; Shyla; Mona Madler & Brenda Maas (staff)
Meeting called to order at 10:06 a.m.

Scenic Map

Discussion on Scenic Map. On map side, committed noted incorrect placement of #5 on map side plus Pirogue Island SP and Rosebud Battlefield SP are accidentally covered by #13 and #2, respectively.

On “copy” side, Glenda requested change “frontier” to “settlers” under #11.
Glenda move to accept with changes; second from Shyla.

Historical Map

Brenda provided brief of the project, including mission of map plus listing. Discussion on including Laurel Veteran’s Cemetery. Mona mentioned that Miles City also has a Veteran’s Cemetery. Discussion resulted in agreement to save cemeteries (specifically, those with military-connections) for a different project, potentially a map created specifically for the Military Reunion Planner Event to be held in Billings on Sept. 19-23, 2018.

Discussion about Makoshika SP. Brenda noted that it is on the Scenic map, plus this map is more about “people” history, not things like dinosaurs. Plus, all state parks are on each map (see the icon). Committee agreed.

Committee agrees this is the best place to include all small, county museums. Brenda to research more on Ryegate County Courthouse/Chief Joseph’s beaded belt (is it authenticated); Hysham Theater (is it still in operation); Dull Knife College (open for tourists and what is there).

No businesses (i.e., Montana Bar) included because no room and to do correctly, would need to include 1-2 from every county.

Committee does not see any holes. Brenda noted that the biggest challenge will be including massive amount of information on (1) map – that is for Team Windfall to negotiate.

Meeting adjourned at 10:44 a.m.
Respectfully submitted by Brenda Maas

VIC

From: amy@cottonwoodcampbighorn.com
Sent: Thursday, April 05, 2018 1:24 PM
To: John Brewer; Brenda Maas
Subject: Visit SEMT Board

Follow Up Flag: Follow up
Flag Status: Flagged

John and Brenda,

It is with disappointment to announce that effective immediately I will be stepping down from the Bighorn County board seat for Visit Southeast Montana. It has been an honor to serve and I have enjoyed working with everyone who is so dedicated to improving our great region of Montana.

I have had the opportunity to change my course and will not be at Cottonwood Camp as much this summer and in the seasons to follow. I am attending massage therapy school in Bozeman so my focus will be there. My Cottonwood Camp responsibilities have been divided among the management team with the exception of the financial responsibilities which can be done at our home office in Columbus.

The goal is to open a private clinic at the end of this journey so there will be opportunities for our paths to cross again.

Thanks again for the opportunity to be a part of Visit Southeast Montana.

Warm regards,

Amy S. Morin, MBA, OHM
Cottonwood Camp
www.cottonwoodcampbighorn.com
406-666-2391 (Fly Shop & Reservations)
406-426-0266 (Mobile)

We are open 24/7! Book your lodging and boat reservations by visiting our [website](#) and clicking on "Book Now" located on our home page.

Follow us on [Facebook](#)

VIC

From: Ramona Madler <bigskyminibarns@gmail.com>
Sent: Thursday, April 19, 2018 8:39 PM
To: Brenda Maas
Subject: Resignation letter

Brenda,

I have resigned from SMART as of March 31, 2018. Please accept this as my letter of resignation from the SEMT Board as an Ex Officio member.

I so enjoyed knowing and working with SEMT. I will miss you all.

Sincerely,
Mona Madler

Dan Austin- 2nd Term June 30, 2018

Past Chairperson

Austin Lehman Adventures
PO Box 81025
Billings, MT 59108
Yellowstone County
Ph: 406-655-4591
Cell: 406-671-6067
dan@austinadventures.com

Chip Watts- 2nd Term June 30, 2017*

Chairperson

7th Ranch RV Camp & Historical Tours
PO Box 117
Garryowen, MT 59031
Big Horn County
Ph: 406-620-6091
7th ranch@historicwest.com

Dale Galland- 2nd Term June 30, 2017*

Vice Chair

Prairie Unique
PO Box 5
114 S. Logan
Terry, MT 59349
Prairie County
Ph: 406-635-5598
Cell: 406-951-2731
prairieunique@hotmail.com

Jeff Ewelt- 2nd Term June 30, 2020

Secretary/Treasurer

ZooMontana
2100 S. Shiloh Rd.
Billings, MT 59106
Yellowstone County
Ph: 406-652-8100
Cell: 406-425-3802
director@zoomontana.org

Mindy Kohn – 1st Term June 30, 2020

Castle Rock B&B
PO Box 672
Colstrip, MT 59323
Rosebud County
Ph/Cell: 406-748-3653
castlerockbnb@gmail.com

Glenda Ueland- 2nd Term June 30, 2018

Retiree/Evelyn Cameron Heritage, Inc.
PO Box 503
Terry, MT 59349
Prairie County
Ph: 406-485-2434
Cell: 406-698-4627
ueland@midrivers.com

Beth Epley – 1st Term June 30, 2020

EPEDC
PO Box 497
Terry, MT 59349
Fallon County
Ph: 406-853-6471
e.epley@outlook.com

Leslie Janshen- 1st Term June 30, 2019

Sleep Inn & Suites of Miles City
1006 S Haynes Ave.
Miles City, MT 59301
Custer County
Ph: 406-232-3000
Cell: 406-853-3084
lesliej@townpump.com

Dan Johnson- 2nd Term June 30, 2020

TD Montana Enterprises, LLC
PO Box 206
Broadus, MT 59317
Powder River County
Ph: 406-436-2802
Cell: 406-210-3782
Cell: 406-499-2003
broaduslodging@gmail.com

Sabre Moore – 1st Term June 30, 2020

Carter County Museum
306 Main St.
Ekalaka, MT 59324
Carter County
Ph: 406-775-6886
Cell: 406-830-5385
smoore@cartercountymuseum.org

Peggy Iba- 2nd Term June 30, 2020
Western Trails Foods
313 W. Valentine St.
Glendive, MT 59330
Dawson County
Ph: 406-377-4284
Cell: 406-939-7422
Peggy.iba@gmail.com

Amy Morin- 2nd term June 30, 2020
Cottonwood Camp
PO Box 7667
Fort Smith, MT 59035
Big Horn County
Ph: 406-666-2394
Cell: 406-426-0266
amy@cottonwoodcampbighorn.com

Dennis Kopitzke- 1st Term June 30, 2019
Mayor- City of Forsyth
PO Box 226
Forsyth, MT 59327
Rosebud County
Ph: 406-346-2521
Cell: 406-853-8695
forsythmayor@rangeweb.net

Russell E. Houck- 1st Term June 30, 2018
Houck Energy Resources
PO Box 119
Wibaux, MT 59353
Wibaux County
Ph: 406-796-2457
Cell: 406-989-0559
russhouck@yahoo.com

Christine Whitlatch - 1st Term June 30, 2020
Glendive Chamber of Commerce & Visit
Glendive
808 N. Merrill Ave.
Glendive, MT 59330
Dawson County
Ph: 406-377-5601
Cell: 406-493-7428
christine@glendivechamber.com

Nicole Borner- 2nd Term June 30, 2020
The Flower Shop & Gifts
21 Thistle Dr.
Roundup, MT 59072
Musselshell County
Ph: 406-320-0402
nmborner@yahoo.com

Lyn Ohi- 1st Term June 30, 2018
Roundup Chamber of Commerce
725 2nd Street West
Roundup, MT 59072
Musselshell County
Cell: 406-860-2706
lohl@midrivers.com

Dianna Murnion - 1st Term June 30, 2020
Restwel Motel
810 Front St.
Forsyth, MT 59327
Rosebud County
Ph: 406-346-2771
Cell: 406-351-2069
ddmurnion@rangeweb.net

Shyla Hadley -1st Term June 30, 2020
Fallon County Fairgrounds Manager
P.O. Box 998
3440 S Hwy #7
Baker, MT 59313
Fallon County
Ph: 406-778-2451
Cell: 406-366-6890
falcofair@midrivers.com

*Indicates extended term for Executive position as per bylaws

Ex-Officios:

John Laney
Miles City Chamber of Commerce
511 Pleasant
Miles City, MT 59301
Custer County
Ph: 406-234-2890
Cell: 406-853-3232
milecitychamber@milescitychamber.com

Doug Habermann
Montana Fish, Wildlife & Parks
2300 Lake Elmo Dr.
Billings, MT 59105
Ph: 406-247-2954
Cell: 406-698-1900
dhabermann@mt.gov

Mona Madler
SMART Economic Development Committee
PO Box 53
Baker, MT 59313
Fallon County
Ph: 406-778-2020
Cell: 406-978-3637
smartdev@midrivers.com

Doug Miles – Billings Chamber Liaison
KULR-8
2045 Overland Ave
Billings, MT 59102
Yellowstone County
Ph: 406-655-2603
doug.miles@kulr.com

Staff:

John Brewer 406-869-3720
john@billingschamber.com

Michele Flanagan 406-869-3722
michele@southeastmontana.com

Brenda Maas 406-294-5270
brenda@southeastmontana.com

Megan Stevenson 406-869-3727
megan@billingschamber.com

County Representation and Vacancies

Big Horn

1. Chip Watts
2. VACANT
3. VACANT

Carter

1. Sabre Moore
2. VACANT
3. VACANT

Crow Reservation

1. VACANT

Custer

1. Leslie Janshen
2. VACANT
3. VACANT

Dawson

1. Peggy Iba
2. Christine Whitlatch
3. VACANT

Fallon

1. Beth Epley
2. Shyla Hadley
3. VACANT

Golden Valley

1. VACANT
2. VACANT
3. VACANT

Musselshell

1. Nicole Borner
2. Lyn Ohl
3. VACANT

Northern Cheyenne Reservation

1. VACANT

Powder River

1. Dan Johnson
2. VACANT
3. VACANT

Prairie

1. Dale Galland
2. Glenda Ueland
3. VACANT

Rosebud

1. Dennis Kopitzke
2. Dianna Murnion
3. Mindy Kohn

Treasure

1. VACANT
2. VACANT
3. VACANT

Wibaux

1. Russell Houck
2. VACANT
3. VACANT

Yellowstone

1. Dan Austin
2. Jeff Ewelt
3. VACANT

Ex-officio:

Representative for US Forest Service
Representative for Billings CVB
Representative for Miles City CVB
Representative for Pompeys Pillar
Representative for Little Bighorn NM



Application and Qualifications for 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.*

INTRODUCTION: Southeast Montana Tourism Region (SEMT) board members are chosen from individual applicants from within the region who exhibit a desire to serve, coupled with a knowledge and connection to the travel and tourism industry. They should be highly motivated individuals and community leaders committed to the furtherance of SEMT's objectives to market the region as a destination: not merely their areas on influence. The SEMT board makeup will consist of a balance of gender, industry types and geographic location. If chosen as a board member, it will be your obligation to creatively, respectfully, expeditiously and professionally move our region forward and showcase its wonderful attributes to increase visitors and visitor spending.

The SEMT Board of Directors is an independent body in contract with the state to manage lodging tax expenditures and in contract with the Billings Chamber/CVB for day-to-day management duties. The SEMT Board is the legal governing body with full fiduciary responsibility for all lodging tax expenditures with the exception of the administrative fee.

The board's primary functions are to provide strategic direction, engage other stakeholders in the region and set policy. A handful of subcommittees and task groups will provide additional direction in areas of specific need.

PROCESS: Applicants must complete the attached form and submit it by the due date above. Applicants will be screened by the nominating committee. Recommendations by the nominating committee will be made to the full board. The board will then take action to appoint new board members. Staff will contact new board members and inform them of their selection, term, beginning date and orientation date.

BOARD MAKEUP: To operate at the utmost efficiency while being completely representative of the region, the board is of a size and makeup that is strategic in thinking, and engaged. There shall be up to one representative from each county (must reside in that county) and each Indian Reservation (must reside on that reservation and be an enrolled member of that tribe); up to six (6) at large members; one ex officio position for each state designated CVB (in the Southeast Montana Tourism Region) allowing for strong communications and opportunities for marketing partnerships; and up to four (4) ex officio positions for major attractions, communities (officials from chambers, city, and county), or others as deemed essential to the fulfillment of the mission. Membership of the board will be between 14-21 voting members and no more than six ex-officios. There may never be more than two voting members from any one county or

reservation. This will assure a balanced board that is representative of the region in its decision making.

BOARD MEETINGS: Meetings will be held at least quarterly with the location of meetings to rotate throughout Southeast Montana. This will provide communities an opportunity to showcase their tourism product and hospitality while allowing board members to fully understand the region they are charged with promoting. Board attendance will be reviewed periodically at which time the Chair of the Board has the discretion and authority to advise those directors not complying with attendance policies that their absence is construed as resignation from the Board. Allowance for extenuating circumstances may be made. Travel expenses to attend these meetings are solely borne by the board member but may be reimbursed as funds are available.

BOARD SELECTION PROCESS: Selection of SEMT board members will take place via a nominating committee of the board on an annual basis. A nominating committee will be engaged year round to identify potential new members. Those candidates would be vetted by the committee and ratified by the board.

BOARD ORIENTATION: Prior to each new board member's first meeting, a thorough orientation shall be provided and will include the following elements: Board member duties and expectations; bylaws review; conflict of interest policy review to include their signature; mission; financial review; historical perspective of the organization; overview of the tourism assets within the region; marketing plan overview; travel statistics pertaining to the region; trends; insurance coverage; meeting dates and attendance requirements; past successes and current promotional campaigns and more.

BOARD GOVERNANCE RELATIONSHIPS & RESPONSIBILITIES

To Southeast Montana Policy

Your status is that of an individual acting in a governance capacity. You have the right to exert your influence with the Board for approval of actions and policies, but your authority does not go beyond your vote. You have no authority as an individual to commit SEMT to any action or policy.

To the Public

You are an official representative of the regional stakeholders within SEMT. You should defend SEMT against criticism and take steps to remedy conditions that cause justified criticism.

To the Staff

Your responsibility for the SEMT staff is limited to that of advisor. The President/CEO is responsible for hiring, firing, and management functions of all staff members.

To Committees & Task Forces

You have a responsibility to keep informed about the activities of all committees and task forces because you may eventually be asked to study and act on their recommendations. You also have a responsibility to see that all committees and task forces operate within established structure and guidelines.

To the Board

You are a co-partner in the important work of the Board to improve the economic and civic life throughout Southeast Montana. You have assumed a position of public trust. You should disassociate your personal interests from SEMT activities.

To the Program of Work

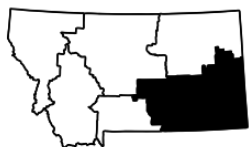
You must understand the relationship between the Board and SEMT's plan of action in order to reach established objectives. Remember, SEMT's marketing plan charts a future course of action, furnishes measurements for performance and serves as a challenge to stakeholders to meet their responsibilities. The liaison with SEMT's Advertising Agency and other vendors shall be staff working at the direction of the board.

To the Budget

Financial support of SEMT comes from Lodging Tax and potential private sources such as fundraising projects, visitor guide, and annual investments. Southeast Montana operates on a budget approved by the Board. It is the responsibility of SEMT staff to get maximum results from available funds and to operate within the approved budget. The budget, marketing plan and project applications must be approved by the state.

STATEMENT OF GOVERNANCE

- Actively support, promote and participate in SEMT's mission;
- Ensure steady financial growth through private investments;
- Work with strategic alliance partners to allow our region to move forward;
- Have oversight of SEMT's strategic plan and accountability measures tied to that plan;
- Ensure communication with stakeholders so they are aware of what we are doing;
- Have a close and productive relationship with the President/CEO.



VISIT SOUTHEAST MONTANA

Application for Visit Southeast Montana Board Membership

Name: _____ Title: _____

Company: _____

Mailing Address: _____

City: _____ Zip Code _____

Phone (406) _____ Cell if applicable (406) _____

Email (primary method of communication) _____

County _____

There shall be up to one representative from each county on the Board. That representative must reside in that county. There shall be up to one representative from each Indian Reservation. That representative must reside on that reservation and be an enrolled member of that tribe and be endorsed by the tribe. There may never be more than two voting members from any one county or reservation. This will ensure a balanced board that is representative of the region in its decision making.

Check one:

I am the owner/manager of my organization and am able to participate in all Visit Southeast Montana activities at will.

I am not the owner/manager of my organization. Participation in Visit Southeast Montana activities (board meetings, travel, etc) must be approved by another person. Realizing the time commitment and expenses required to be a board member, I have attached a letter from my owner/manager supporting my participation and allowing me to travel during work hours.

I am a resident of, and will represent the COUNTY/RESERVATION of (check one only):

Crow; Northern Cheyenne; Big Horn; Carter;

Custer; Dawson; Fallon; Golden Valley;

Musselshell; Powder River; Prairie; Rosebud;

Treasure; Yellowstone; Wibaux

Please provide a short biography and career history (may be in the form of an attached resume).

Please briefly describe your past and present involvement in the tourism industry and how this background can be utilized to fulfill the mission of Southeast Montana (other tourism association and industry involvement, relevant experience through your career, etc)

Please provide a short synopsis explaining why you would make a good director (leadership skills, knowledge of the region, etc)

Please address your ability to manage the time commitment required to participate on the Visit Southeast Montana board. Travel expenses are the responsibility of the board member. Does your employer actively support your participation and allow time away from work?

Please attach letters of support from your local chamber, county or city government, attractions and other industry partners that will show support for your application.

Return this application to: john@billingschamber.com; fax 245-7333
Visit Southeast Montana; PO Box 31177, Billings, MT 59107-1177
406-869-3720



Visit Southeast Montana is managed by the Billings Chamber of Commerce/Convention & Visitors Bureau