



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

June 15, 2017 – 10 a.m. – 3 p.m.
Sleep Inn, Conference Room
1006 S. Haynes Ave., Miles City, MT

Meeting Agenda

- | | | |
|------|---|---------------|
| I. | Welcome and Introductions - Chip Watts (Board Chair) | 10:00 |
| | a. Welcome to Miles City | |
| II. | Public comments on items NOT on the agenda (limited to 3 minutes per speaker) | |
| III. | Approval of February 7, 2017 Meeting Minutes (pages 3-4) | <u>ACTION</u> |
| IV. | Financial Overview | 10:10 |
| | a. Variance report and Financials, April - May 2017 (pages 5-6) | <u>ACTION</u> |
| | b. Proposed FY18 Administrative budget (page 7) | <u>ACTION</u> |
| | c. Proposed FY18 non-bed tax funds (page 8) | <u>ACTION</u> |
| V. | STRATEGIC DISCUSSION – Brenda and John | 10:25 |
| | a. FY18 Marketing Plan & Budget | |
| | i. Update on presentation to TAC (completed 6/12-13) | |
| | b. Presentation from MOTBD Sales and Constituents Services Bureau | 10:40 |
| | – Jan Stoddard | |
| VI. | STRATEGIC GOALS | 11:10 |
| | a. Produce Quality Marketing Initiatives | |
| | i. Marketing Update – Brenda & Aly | |
| | ii. International Pow Wow take-aways (me – budget, suggestions) | |
| | iii. Fam updates, Fresh Tracks | |
| | iv. Introduce new Agency of Record, Windfall, for brief presentation | |
| | b. Develop Marketing Partnerships...outside the region | |
| | i. Dino Trail update (Brenda) | |
| | c. Grow In-Region Partnerships...to connect to constituents | |
| | i. Camp 21 – Dee Abbott | |
| | ii. Workshops – Upcoming | |
| | d. Support Tourism Product Development | |
| | i. Custer Loop (Dennis Kopitzke) | |
| | ii. Warrior Trail (Brenda Maas) | |
| | LUNCH BREAK | 12:00 |
| | Presentation of Billings Community Foundation – Ralph Spence | |

- I. Committee/Task Force and Board Reports 12:45
 - a. Executive Committee—Chip
 - i. Board roster and committees – Openings/Terms (pages 9-11)
 - ii. Recommended By-laws change (page 12) ACTION
 - iii. Update on Conflict of Interest & Whistleblower policies
 - b. Nominating Committee
 - i. Approval of officers and board seats ACTION
 - c. Marketing Grants—Dale/Brenda
 - i. New grant update
 - ii. Recommendations for new grant application language - update
 - d. Legislative Update/Tourism Matters/Voices (John Laney)
 - i. Legislative Committee Development
 - e. Other announcements
 - i. Updates from around the region
 - f. Board Meeting Schedule: All meetings 10 a.m.-3 p.m. unless otherwise noted. All times subject to change
 - i. Establish more regular meeting schedule and frequency
- II. Meeting Adjourns

NOTE:

Please plan for a brief tour of the Agricultural Advancement Center at Miles City Community College (340 I 94 Business Loop) 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

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[ZooMontana](#)

[Miles City Chamber of Commerce/TBID](#)



Visit Southeast Montana is managed by the Billings Chamber of Commerce

**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 Ohi, 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.

Southeast Montana Variance Report For month ending May 31, 2017

Revenue over expenses is \$14,742 over budget.

Revenue is \$770 over budget from interest.

- Estimated Bed tax collections are under budget \$1,750.
- Travel Guide advertising is over budget \$1,750 from collections on the remaining outstanding invoices from the prior year.

Total Expenses are \$13,972 under budget.

- SEMT States Expenses are \$11,260 under budget.
 - Advertising is under budget \$859 due to timing. All advertising dollars are anticipated to be used for the fiscal year.
 - State Marketing Support is under budget \$9,572 from Administrative and Personal Expenses.
 - Publicity is over budget \$419 from the media tracking platform.
 - Tradeshows is currently over budget \$92.
 - Telemarketing & Fulfillment is under budget \$1,948 from postage and MARS Stout.
 - Internet Development is under budget \$190.
 - Visitor Information Center is over budget \$800 from Community Education programs (prior year expense).
- SEMT Unrestricted Expenses are \$2,712 under budget.
 - Meetings is under budget \$2,309 from Board Goodwill and Board Meeting mileage reimbursement.
 - Lobby/Awareness is over budget \$1,000 for the Tourism Matters contribution (Board approved at February meeting).
 - Tradeshows Expense is \$703 under budget. Anticipated travel expenses not covered by state marketing dollars.
 - Miscellaneous Opportunity is under budget \$500.

**Visit Southeast Montana
Profit & Loss
Budget vs. Actual
May 2017**

	CURRENT MONTH		YEAR TO DATE		2016-17 Annual Budget
	May 2017	May 2017	July-May 2017	July-May 2017	
	Actual	Budget	Actual	Budget	
Income					
SEMTE State Revenue	-	-	529,500	531,250	630,000
SEMTE State Interest Revenue	8	-	70	-	-
Travel Guide Ad Revenue	-	-	1,750	-	-
Sponsorship Revenue	3,200	-	3,950	3,250	4,000
Total Income	3,208	-	535,270	534,500	634,000
Committed Rollover Funds from Prior Year	-	-	-	-	8,300
Expense					
SEMTE Unrestricted Funds					
SEMTE Unrestricted - Advertising	-	-	-	-	-
SEMTE Unrestricted - Staff Training	-	100	-	200	200
SEMTE Unrestricted - Meetings	573	100	2,991	5,300	5,300
SEMTE Unrestricted - Lobby/Awareness	-	-	2,000	1,000	1,000
SEMTE Unrestricted - Membership Dues	-	-	150	150	150
SEMTE Unrestricted - Tradeshow Exp	(1,389)	-	797	1,500	1,500
SEMTE Unrestricted - Misc.	-	-	-	500	500
Total SEMTE Unrestricted Funds	(817)	200	5,938	8,650	8,650
SEMTE State Expenses					
SEMTE State Advertising	20	-	195,141	196,000	298,300
SEMTE State Marketing Support	17,271	19,765	180,638	190,210	210,000
SEMTE State Printed Projects	-	-	32,497	32,500	40,000
SEMTE State Publicity	273	2,000	4,669	4,250	7,000
SEMTE State Tradeshow	2,447	2,500	24,092	24,000	26,000
SEMTE State TeleMarketing/Fulfill.	708	850	31,693	33,641	34,500
SEMTE State Internet Development	-	-	160	350	7,500
SEMTE State Visitor Info. Center	10,800	10,000	10,800	10,000	15,000
Total SEMTE State Expenses	31,521	35,115	479,691	490,951	638,300
Total Expense	30,704	35,315	485,629	499,601	646,950
Net Income	(27,496)	(35,315)	49,641	34,899	(4,650)
Cash			Current Month	Last Month	
State Funds - Checking			13,694	35,214	
State Funds - Savings			46,393	56,385	
Unrestricted Funds - Checking			34,994	30,977	
Total Cash			95,080	122,577	

**Billings Chamber of Commerce
Southeast Montana Administrative Contract
July 1, 2017 - June 30, 2018**

Expense Description	YTD Projected FY 2016 - 2017	Approved Budget FY 2016-2017	YTD Projected vs FY17 Budget Variance	Proposed Budget FY 2017-2018
Office Rent	37,836	37,836	-	37,836
Personnel	54,770	46,964	7,806	64,500
Auditor/990s	6,350	7,100	(750)	900
Accountant	13,366	13,400	(34)	13,700
Postage	234	500	(266)	300
Mileage (in region/state)	3,000	3,000	-	1,000
Accommodations (in region/state/education)	500	1,000	(500)	0
Misc Meeting/Travel Exp	350	700	(350)	0
Bank Charges	-	225	(225)	225
Copier Lease and Maintenance	1,628	1,500	128	1,500
Office Phone	2,086	1,700	386	1,900
Office Supplies	801	500	301	300
Coffee/Misc for Board Meetings	500	500	-	500
Cell Phone Fees	1,200	1,200	-	720
Liability	1,023	1,025	(2)	1,025
D&O Insurance	450	450	-	450
Partners Handouts	-	1,500	(1,500)	
Printing of Newsletter 4x	-	1,500	(1,500)	
Partners Web Site	590	1,500	(910)	
Computers/Maintenance/Software/Cloud	1,906	1,900	6	1,906
Legal fees	430	1,000	(570)	0
Stationary Package	-	-	0	
Professional Training	115	-	115	0
Board Travel (TAC, Gov Conf)	559	1,000	(441)	500
Misc - Office, Signage, Etc.	-	-	-	0
Total Administrative Contract	127,694	126,000	1,694	127,262
Projected Revenue		575,000		560,000
Rollover from MOTBD		55,000		0
Total Revenue		<u>630,000</u>		<u>560,000</u>
SEMT Admin - 20%		<u>126,000</u>		<u>112,000</u>

SEMT Unrestricted Funds will cover the balance of \$15,262 that exceeds the allowable 20% of \$112,000.

**Southeast Montana
FY2017-2018 Unrestricted Funds Budget**

\$34,994 Cash in Bank as of May 31, 2017

	Budget □ FY2017-18	Budget FY2016-17	Estimated FY2016-17	Variance FY2016-17
Revenue				
Sponsor Revenue	\$ 6,500	\$ 4,000	\$ 3,950	(\$50)
Total Revenue	\$ 6,500	\$ 4,000	\$ 3,950	(\$50)
Advertising				
Advertising	\$ -	\$ -	\$ -	\$0
Total Advertising	\$ -	\$ -	\$ -	\$0
Meetings				
SEMT Board	\$ 500	\$ 600	\$ 650	\$50
SEMT Board Goodwill	0	1,000	-	(1,000)
Misc Meetings	500	200	650	450
Gov. Conference/TAC/Partner Meetings	200	200	50	(150)
State Audit Reimbursement	100	100	455	355
Board Mileage	1,000	2,000	1,600	(400)
Partner Website Maintenance	100	200	-	(200)
Community Edu Meetings		1,000	-	(1,000)
Total Meetings	\$ 2,400	\$ 5,300	\$ 3,405	(\$1,895)
Consumer Travel/Trade Shows & Events				
Tradeshows (unallowable exp, excess meal per diems)	\$ 200	\$ 1,200	\$ 900	(\$300)
PR Activities (unallowable exp, excess meal per diems)	200	300	200	(100)
Total Travel/Trade Shows & Events	\$ 400	\$ 1,500	\$ 1,100	(\$400)
Staff Training				
Staff Training (unallowable exp, excess meal per diems)	\$ 200	\$ 200	\$ -	(\$200)
Total Staff Training	\$ 200	\$ 200	\$ -	(\$200)
Lobby/Awareness				
Voices of MT PR campaign	\$ 1,000	\$ 1,000	\$ 1,000	\$ -
Tourism Matters Pledge	1,000	-	1,000	1,000
Total Lobby/Awareness	\$ 2,000	\$ 1,000	\$ 2,000	\$1,000
Other				
Office Supplies (checks)	\$ -	\$ -	\$ -	\$ -
Dues (YCLA & Misc)	150	150	150	0
Opportunity	0	500	-	(500)
Total Other	\$ 150	\$ 650	\$ 150	(\$500)
Total Expenses	\$ 5,150	\$ 8,650	\$ 6,655	\$ (1,995)
Revenue less Expenses	\$ 1,350	\$ (4,650)	\$ (2,705)	\$ 1,945
Transfer as needed for SEMT Admin	\$ 15,262			

SEMT Unrestricted Funds will cover the balance of \$15,262 that exceeds the allowable 20% of \$112,000 for SEMT Admin.

Visit Southeast Montana
(Updated 6.11.17)
Board of Directors

Dan Austin- 2nd Term June 30, 2018

Past Chairperson

Austin Lehman Adventures

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Glenda Ueland- 2nd Term June 30, 2018

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Chip Watts- 2nd Term June 30, 2017

Chairperson

7th Ranch RV Camp & Historical Tours

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Mona Madler- 2nd Term June 30, 2017

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Dale Galland- 2nd Term June 30, 2017

Vice Chair

Prairie Unique

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Leslie Janshen- 1st Term June 30, 2019

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Jeff Ewelt- 1st Term June 30, 2017

Secretary/Treasurer

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Dan Johnson- 1st Term June 30, 2017

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Mindy Kohn – 1st Term June 30, 2020

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John Laney- 2nd Term June 30, 2017

Miles City Chamber of Commerce

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Custer County

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Visit Southeast Montana
(Updated 6.11.17)
Board of Directors

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Christine Whitlatch - 1st Term June 30, 2020*
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Amy Morin- 1st Term June 30, 2017
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Nicole Borner- 1st Term June 30, 2017
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Dennis Kopitzke- 1st Term June 30, 2019
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Lyn Ohi- 1st Term June 30, 2018
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Russell E. Houck- 1st Term June 30, 2018
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Dianna Murnion - 1st Term June 30, 2020
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Ex-Officios:

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*Indicates fulfilling term of C. Kirkpatrick

Visit Southeast Montana
(Updated 6.11.17)
Board of Directors

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Megan Stevenson 406-869-3727
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County Representation and Vacancies

Big Horn

1. Chip Watts
2. Amy Morin
3. **VACANT**

Carter

1. **VACANT**
2. **VACANT**
3. **VACANT**

Crow Reservation

1. **VACANT**

Custer

1. John Laney
2. Leslie Janshen
3. **VACANT**

Dawson

1. Peggy Iba
2. Christine Whitlatch
3. **VACANT**

Fallon

1. Mona Madler
2. **VACANT**
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

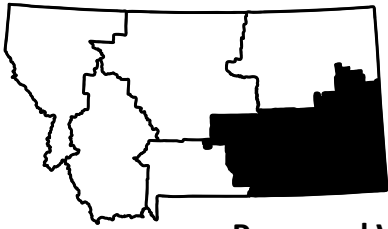
1. Russell Houck
2. **VACANT**
3. **VACANT**

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

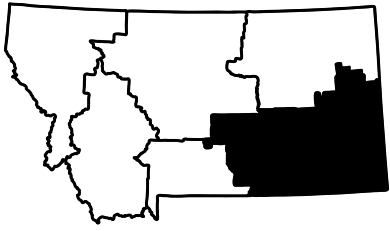


VISIT SOUTHEAST MONTANA

Proposed Visit Southeast Montana Bylaws change:

Section 7.8 Audit.

The Board of Directors ~~shall~~ may engage an independent certified public accounting firm to conduct an audit ~~not less than every five years~~ of all general and special accounts of the Corporation from time to time. The accounting firm may be instructed to perform unannounced audits at any given time of the year for verification of accounts, in addition to annual audit/review. All audit results should be distributed in writing on a timely basis to the Board. The Corporation shall participate and cooperate completely with the annual Montana Office of Tourism audit as well.



VISIT SOUTHEAST MONTANA

Board of Directors Nominations

It is recommended to the full board to approve the following individuals for board seats and officers positions:

Officers

Chair: Chip Watts

Vice Chair: Dale Galland

Secretary/Treasurer: Jeff Ewelt

Past Chair: Dan Austin

Second three-year Terms:

Jeff Ewelt

Dan Johnson

Peggy Iba

Amy Morin

Nichole Borner

Per the bylaws, Chip Watts and Dale Galland shall serve through their officers appointments.

Thank you to outgoing Board members whose terms have expired:

Mona Madler

John Laney