



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 20, 2018 – 10:30 a.m. – 3 p.m.
Community Center on Wilbur
Broadus, MT

Meeting Agenda

- | | | |
|---|---|---------------------|
| I. | Welcome and Introductions - Chip Watts (Board Chair) | 10:30 |
| | a. Welcome to Broadus by Jessica Malone (Broadus Chamber of Commerce) | |
| | b. Introductions | |
| II. | Public comments on items NOT on the agenda (limited to 3 minutes per speaker) | |
| III. | Approval of April 24, 2018 Meeting Minutes (pages 3-7) | <u>ACTION</u> 10:40 |
| IV. | Financial Overview (John Brewer) | 10:45 |
| | a. Variance report and Financials, April – May 2018 (pages 9-11) | <u>ACTION</u> |
| V. | STRATEGIC DISCUSSION – | 11:00 |
| | a. Admin Budget (page 13) | <u>ACTION</u> |
| | b. Non-restricted Budget (page 15) | <u>ACTION</u> |
| VI. | STRATEGIC GOALS | 11:15 |
| | a. Produce Quality Marketing Initiatives | |
| | i. Marketing Update – Brenda | |
| LUNCH BREAK (Catered by Broadus IGA) | | 11:45 |
| <i>(Strategic Goals Continued)</i> | | |
| | ii. Performance Update – Kristen Sackett/Windfall | 12:30p |
| | b. Develop Marketing Partnerships...outside the region | |
| | i. Brief update (Brenda Maas) | |
| | c. Grow In-Region Partnerships...to connect to constituents | |
| | i. Short update on News You Can Use (Brenda Maas) | |
| | ii. Update/input on Partner Workshops (Brenda Maas) | |
| | d. Support Tourism Product Development | |
| | i. Custer Circle/Trail to the Little Bighorn | |
| V. | Committee/Task Force and Board Reports | 1:15 |
| | a. Legislative Update/Tourism Matters/Voices | |
| | i. Nothing new to report | |

- b. Open Board, Officer and Committee positions (pages 17-33)
 - i. Applications
 - ii. Nominations
 - iii. Update on Committees
 - iv. Election of Officers
 - 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. FY19 calendar TBD (discussion on moving meetings to Wednesdays)
- I. Meeting Adjourns - take a brief tour of Powder River Museum (Park St) 2:00

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



Visit Southeast Montana is managed by the Billings Chamber of Commerce

Meeting Minutes 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. www.SoutheastMontana.com

April 24, 2018 @ 10:00 a.m.
Best Western Yellowstone Crossing
205 SE 4th St., Laurel, MT

Board Members in Attendance: Jeff Ewelt, Christine Whitlatch, Sabre Moore, Beth Epley, Doug Habermann, Chip Watts, Dale Galland, Lyn Ohl, Mindy Kohn, Peggy Iba, Dianna Murnion, Dennis Kopitzke, Doug Miles

Staff Present: John Brewer, Brenda Maas, Michele Flanagan, Megan Stevenson

Guests: Beth Frazee and Megan Richter (Windfall), Dan Brooks (Billings Chamber), Dax Schieffer (VOICES of Montana), Wayne Challoner (Little Bighorn Battlefield National Monument), Dale Anderson (Our Montana), Neal Gunnels (Friends of Pompeys Pillar), Carrie Smith and Marcia Hafner (Laurel Chamber of Commerce), Alex Tyson (Visit Billings)

Meeting called to order at 10:04 a.m.

Welcome and Introductions

Chip Watts welcomed the group and attendance was called. Carrie Smith welcomed the group and gave a short overview of Laurel.

Public comments

Chip Watts called for public comments. Dale Anderson informed all of a new grant funded project, Explore Yellowstone River, highlights 1,000 and one things to do along the Yellowstone River.

Approval of January 16, 2018 Meeting Minutes

Dennis Kopitzke moved to approve the January 16 minutes. Peggy Iba seconded. No discussion. Motion passed.

Financial Overview

Megan Stevenson gave a financial overview (variance report and financials, January-March 31, 2018). Jeff Ewelt moved to approve. Christine Whitlatch provided a second. Motion passed.

Strategic Discussion

Presentation of Travel Guide

Brenda Maas and Beth Frazee presented two options for the travel guide which are outlined in detail, in the Marketing Plan and Budget 2018-2019, page 12.

Option 1: The guide has evolved from being a bi-annual guide with no advertising to a private-fund project with a sophisticated magazine-style format.

Option 2: The Travel Guide moved to a private fund project, thus reallocating funds into advertising and other marketing efforts.

Brenda explained that privatizing the travel guide would free up \$75,000 in FY18-19. Beth outlined Windfall's role in travel guide if the Board votes to privatize, with a \$60,000 budget for printing 80,000 copies to be delivered mid-summer 2018. Windfall will produce and SEMT will continue to distribute through Mars Stout and Certified Folder.

Jeff Ewelt moved to approve Option 2, moving travel guides to a private fund project with Windfall. Dale Galland seconded. Motion passed.

Megan Richter presented four options for new travel guide cover. 1) Cowboy, 2) Camping/fire, 3) Crow Fair, 4) Makoshika State Park. Board participated in a blind vote and Crow Fair received the most votes.

Presentation of FY19 Marketing Plan and Budget

Brenda presents FY19 marketing plan and budget, identifying the 6 pillars, key challenges facing the region, target markets, with Destination Analytics identifying two niche markets: family travelers and history buffs, and the strategic goals, outlined in the Marketing Plan pages 9-12. With travel guides being privatized, board discussed Option 2, on pg. 14 of the Marketing plan. Dale Galland suggested adding \$10,000 back into Cooperative Marketing (Grants), with \$2,000 coming out of Opportunity and \$8,000 coming out of Online/Print Placement. Sabre Moore moved to approve the FY19 Marketing Plan and Budget, Option 2. Dianna Murnion seconded. Motion passed.

Sabre Moore spoke about a possible cooperative poster grant with SEMT. Will table this discussion for the next executive meeting, or sooner if need be due to deadlines.

Brenda Maas and Dale Galland also noted the need to revise the existing cooperative grant application to include specifics on reporting, timelines and frequency restrictions. Brenda to provide draft to the Cooperative Marketing Grant Committee.

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 Parks Week, and Instagram engagement results for ZooMontana. Beth (Windfall) presented new website and the importance of accurate information on it as we move forward. Beth also provided handouts of final Travel Guide rate card and said historic maps should be done by June 1st.

Megan (Windfall) provided hard copies 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 and presented warm season campaign.

Develop Marketing Partnerships...outside the region

Brenda spoke about agritourism and the importance of fostering those partnerships with the state. Chip Watts to connect with Jan Stoddard. Brenda also spoke about the Montana Film Office and getting ambassadors in the region in the near future.

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

Brenda updated board on Digital Marketing workshops that took place in March. A brief survey after the workshop showed our tourism partners found the workshops beneficial. Brenda plans more workshops in the fall, emphasizing social media and to grow our Tourism Partners list.

Support Tourism Product Development

Brenda spoke about the new Outdoor Recreation Roundtable, including Rachel VandeVoort, director of Montana's new Office of Outdoor Recreation, and the value of getting partners connected.

Partner Presentation

Alex Tyson (Visit Billings) presented Visit Billings's Inspirational Video and updated board on their marketing strategies and the importance of TBID dollars. John Brewer encouraged all to use Visit Billings as a resource to grow SEMT's TBID dollars as well.

Committee/Task Force and Board Reports

Dan Brooks updated board on legislative priorities in order to guide legislative efforts during the 2019 Legislative Session and easily inform lawmakers and the public of SEMT's positions. Legislative Committee proposes moving forward on:

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.

More specifics on the one-sheeter, which was including in the Board Packet. Sabre Moore moved to approve. Dennis Kopitzke seconded. Motion passed.

Open Board Positions

John Brewer updated all on upcoming Board positions. Glenda Ueland and Dan Austin will term out June 30th. Amy Morin and Mona Madler resigned due to changes in professions.

After a brief discussion, Diana Murnion and Mindy Kohn serve on the Nominating Committee.

Other Announcements

Christine Whitlatch shared paddle fishing season opens May 15, Glendive will have 2 fairs this summer and BBQ in the Badlands will be on Sept. 29.

Jeff Ewelt shared ZooMontana's gift shop renovation is done, they have a new bison exhibit coming soon and June 2-3 is the Annual Renaissance Fair.

Doug Habermann stated that the Governor-appointed Parks in Focus will meet in Glendive at Makoshika State Park, Sept. 27-28.

Dennis Kopitzke shared that Forsyth is working on a guide of historic homes, as well as working with the Silver Jackets to get new river danger signs posted this summer.

Sabre Moore shared Archeology Month just finished up; June 9 is Ekalaka's 1930's Style Rodeo; the Dino Shin Dig is July 28-29; the Carters 89 Fair is Aug 9-12; and the coffee shop now delivers pizza.

Dale Galland shared that Fallon has a new bar/restaurant, and Terry has a new BBQ restaurant. Also, there will be several rodeos this summer and a corn hole toss on July 28.

Chip Watts encouraged all to attend Crow Fair 2018, LBH Days in June and the Hardin PRCA Rodeo.

Peggy Iba shared the Miss Montana Scholarship Pageant & Outstanding Teen Preliminary Contest will be in June. Also, Glendive is working with the Silver Jackets to get danger signs up this summer along the Yellowstone River.

Lyn Ohi shared Roundup has recently done a Main St. store front cleanup and are getting ready for their annual 4th of July rodeo.

Neal Gunnels reports Pompeys Pillar VIC will open on April 28, June 2 is National Trails Day and July 25 is Signature Day Event. New highway signs will be going up soon, they

have a new AV system showing movies as well as having viewing binoculars installed on the pillar.

Marcia Hafner states they are getting ready for the Laurel 4th of July Celebration.

Board Meeting Schedule

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

June 19 (Broadus)

Meeting Adjourned at 3:15 p.m.

Scenic maps were distributed and group was invited to stop at the Canyon Creek Battlefield Nez Perce National Historic Park north of Laurel.

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

Revenue over expenses is \$27,426 over budget.

State Lodging Tax Revenue is \$7,508 over budget from increase in anticipated lodging tax collections from earlier quarters.

Unrestricted Revenue is under budget \$13,250 from advertising sales for Tear Off Maps/Microsite. Total sales is currently at \$6,750 with an estimated \$20,000 budgeted for this new project.

Total Expenses are \$33,068 under budget.

- SEMT States Expenses are \$34,062 under budget.
 - Advertising expenses are \$12,532 under budget due to timing of receiving invoices. All budgeted advertising funds are anticipated to be spent with minimal savings.
 - State Marketing Support is under budget \$6,570 from Personnel Expenses.
 - Publicity is under budget \$12,560 from social media, both inhouse and from Windfall.
 - Tradeshow is under budget \$1,080 from the regional tradeshow.
 - Telemarketing/Fulfillment is currently under budget \$1,269 for Mars Stout.
- SEMT Unrestricted Expenses are over budget \$894.
 - Unrestricted Meetings are over budget \$640 for meeting expenses that are not covered by Admin Funds and are unallowable per rules & regulations (meals in excess of per diems, etc).
 - Tradeshow is over budget \$275 for travel expenses that are not covered by marketing dollars.

Visit Southeast Montana
Profit & Loss
Budget vs. Actual
May 2018

| | CURRENT MONTH | | YEAR TO DATE | | **2017-2018 Annual Budget |
|---|--------------------|--------------------|-------------------------|-------------------------|------------------------------|
| | May 2018 Actual | May 2018 Budget | July-May 2018 Actual | July-May 2018 Budget | |
| Income | | | | | |
| SEMT State Revenue | 140,000 | 132,548 | 571,500 | 564,048 | 564,048 |
| SEMT State Interest Revenue | 4 | - | 56 | - | - |
| Unrestricted Funds Revenue: | | | | | |
| Sponsorships | - | - | - | - | 22,500 |
| Advertising - Tear Off Maps/Microsite | - | - | 6,750 | 20,000 | 20,000 |
| Total Income | 140,004 | 132,548.00 | 578,306 | 584,048 | 606,548 |
| Committed Rollover Funds from Prior Year | - | - | | | 19,734 |
| Expense | | | | | |
| SEMT Unrestricted Funds | | | | | |
| SEMT Unrestricted - Advertising | - | - | - | - | - |
| SEMT Unrestricted - Staff Training | - | - | 196 | 200 | 200 |
| SEMT Unrestricted - Meetings | 822 | 240 | 2,900 | 2,260 | 2,400 |
| SEMT Unrestricted - Lobby/Awareness | - | - | 2,000 | 2,000 | 2,000 |
| SEMT Unrestricted - Membership Dues | - | - | 150 | 150 | 150 |
| SEMT Unrestricted - Tradeshow Exp | 64 | - | 675 | 400 | 400 |
| SEMT Unrestricted - Printing | - | - | 1,583 | 1,600 | 5,000 |
| SEMT Unrestricted - Commissions | - | - | - | - | 8,375 |
| SEMT Unrestricted - Misc. | - | - | - | - | - |
| Total SEMT Unrestricted Funds | 886 | 240 | 7,504 | 6,610 | 18,525 |
| SEMT State Expenses | | | | | |
| SEMT State Advertising | 28,588 | 33,070 | 195,940 | 208,472 | 224,572 |
| SEMT State Marketing Support | 10,307 | 8,174 | 176,843 | 183,413 | 204,010 |
| SEMT State Printed Projects | - | - | - | - | 45,000 |
| SEMT State Publicity | 1,624 | 3,200 | 2,940 | 15,500 | 23,000 |
| SEMT State Tradeshow | 318 | - | 6,120 | 7,200 | 9,200 |
| SEMT State TeleMarketing/Fulfill. | 2,304 | 802 | 26,428 | 27,697 | 28,500 |
| SEMT State Internet Development | - | - | 8,959 | 9,010 | 34,500 |
| SEMT State Visitor Info. Center | - | - | - | - | 15,000 |
| Total SEMT State Expenses | 43,142 | 45,246 | 417,230 | 451,292 | 583,782 |
| Total Expense | 44,028 | 45,486 | 424,734 | 457,902 | 602,307 |
| Net Income | <u>95,977</u> | <u>87,062</u> | <u>153,572</u> | <u>126,146</u> | <u>23,975</u> |
| | | | | | |
| Cash | | | Current Month | Last Month | |
| State Funds - Checking | | | 143,516 | 61,108 | |
| State Funds - Savings | | | 34,454 | 34,448 | |
| Unrestricted Funds - Checking | | | 33,120 | 34,006 | |
| Total Cash | | | <u>211,090</u> | <u>129,562</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.

Billings Chamber of Commerce
Southeast Montana Administrative Contract
July 1, 2018 - June 30, 2019

| Expense Description | FY 2017-2018 | | YTD Projected vs FY18 Budget | FY 2018-2019 |
|--|----------------|----------------|---------------------------------|-------------------|
| | Projected | Budget | Variance | Budget |
| Management Fees - Office Rent, etc. | 37,836 | 37,836 | 0 | 33,836 |
| Personnel | 68,000 | 64,500 | 3,500 | 62,550 |
| Auditor/990s | 900 | 900 | - | 950 |
| Accountant | 13,615 | 13,700 | (85) | 14,100 |
| Postage | 125 | 300 | (175) | 200 |
| Mileage (in region/state) | 870 | 1,000 | (130) | 1,000 |
| Accommodations (in region/state/education) | - | - | - | - |
| Misc Meeting/Travel Exp | 727 | - | 727 | 1,000 |
| Bank Charges | - | 225 | (225) | 225 |
| Copier Lease and Maintenance | 1,818 | 1,500 | 318 | 1,900 |
| Office Phone | 1,775 | 1,900 | (125) | 1,900 |
| Office Supplies | 60 | 300 | (240) | 300 |
| Coffee/Misc for Board Meetings | 126 | 500 | (374) | 500 |
| Cell Phone Fees | 720 | 720 | - | 720 |
| Liability | 1,023 | 1,025 | (2) | 1,025 |
| D&O Insurance | 450 | 450 | - | 450 |
| Partners Handouts | - | - | - | - |
| Printing of Newsletter 4x | - | - | - | - |
| Partners Web Site | 500 | - | 500 | - |
| Computers/Maintenance/Software/Cloud | 1,735 | 1,906 | (171) | 1,906 |
| Legal fees | - | - | - | - |
| Stationary Package | - | - | - | - |
| Professional Training | - | - | - | - |
| Board Travel (TAC, Gov Conf) | 836 | 500 | 336 | 500 |
| Misc - Office, Signage, Etc. | - | - | - | - |
| Total Administrative Contract | 131,116 | 127,262 | 3,854 | 123,062 ** |
| Projected Revenue | 567,500 | 560,000 | | 545,000 |
| Rollover from MOTBD | 4,000 | 4,000 | | - |
| Total Revenue | 571,500 | 564,000 | | 545,000 |
| SEMT Admin - 20% | \$ 114,300 | \$ 112,800 | | \$ 109,000 |
| SEMT Unrestricted Admin shortfall in excess of 20% | \$ 16,816 | \$ 14,462 * | | \$ 14,062 ** |

*FY18 -SEMT Unrestricted Funds will cover the balance of \$14,462 that exceeds the allowable 20% of \$112,800.

** FY19 -SEMT Unrestricted Funds will cover the balance of administrative expense that exceeds the allowable 20%.

**Southeast Montana
FY2018-2019 Unrestricted Funds Budget**

| | | | |
|--|------------------|-------------------|------------------|
| Cash in Bank as of July 1: \$ 33,874 \$ 33,874 \$ 26,291 | | | |
| | Budget | Est Actual | Budget |
| | FY2017-18 | FY2017-18 | FY2018-19 |
| Revenue | | | |
| Corporate Sponsorship - Windfall sales | \$ 22,500 | \$ 15,000 | \$15,000 |
| Micro-site/Tear Off Maps Advertising - Windfall sales | 20,000 | 7,500 | 7,500 |
| Total Revenue | \$ 42,500 | \$ 22,500 | \$ 22,500 |
| Advertising | | | |
| Advertising | \$ - | \$ - | |
| Total Advertising | \$ - | \$ - | \$ - |
| Printing | | | |
| Tear Off Maps Printing | \$ 5,000 | \$ 5,000 | \$3,200 |
| Total Printing | \$ 5,000 | \$ 5,000 | \$ 3,200 |
| Meetings | | | |
| SEMT Board | \$ 500 | \$ 800 | \$1,000 |
| SEMT Board Goodwill | - | 75 | 100 |
| Misc Meetings (not covered by Admin dollars) | 500 | 940 | 1,000 |
| Gov. Conference/TAC/Partner Meetings | 200 | 175 | 175 |
| State Audit Reimbursement | 100 | - | 100 |
| Board Mileage | 1,000 | 1,500 | 2,000 |
| Partner Website Maintenance | 100 | 15 | 100 |
| Community Edu Meetings | - | 137 | 150 |
| | - | | |
| Total Meetings | \$ 2,400 | \$ 3,642 | \$ 4,625 |
| Consumer Travel/Trade Shows & Events | | | |
| Tradeshows (unallowable exp, excess meal per diems) | \$ 200 | \$ 200 | \$ 200 |
| PR Activities (unallowable exp, excess meal per diems) | 200 | 200 | 200 |
| Total Travel/Trade Shows & Events | \$ 400 | \$ 400 | \$ 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 | \$ 2,000 | \$ 2,000 |
| Other | | | |
| Office Supplies (checks) | \$ - | \$ - | \$ 150 |
| Dues (YCLA & Misc) | 150 | 150 | 150 |
| Opportunity | - | - | - |
| Total Other | \$ 150 | \$ 150 | \$ 300 |
| Commissions | | | |
| Commissions 15% - Corporate Sponsorship | \$ 3,375 | \$ - | \$ - |
| Commissions 25% - Micro-site Advertisers/Tear-Off Maps | 5,000 | 1,875 | 1,875 |
| Total Commissions | \$ 8,375 | \$ 1,875 | \$ 1,875 |
| Total Expenses | \$ 18,525 | \$ 13,267 | \$ 12,600 |
| Revenue less Expenses | \$ 23,975 | \$ 9,233 | \$ 9,900 |
| Less: Transfer for SEMT Admin shortfall** | \$ 15,262 | \$ 16,816 | \$ 14,062 |

Anticipated Cash in Bank as of June 30: \$ 42,587 \$ 26,291 \$ 22,129

***SEMT Unrestricted Funds will cover the balance of \$15,262 that exceeds the allowable 20% of \$112,000 for FY2018 SEMT Admin.*

***SEMT Unrestricted Funds will cover the balance of \$xxxx that exceeds the allowable 20% of \$109,000 for FY2019 SEMT Admin.*

Visit Southeast Montana
(Updated 6.15.18)
Board of Directors

Dan Austin- 2nd Term June 30, 2018

Past Chairperson

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Glenda Ueland- 2nd Term June 30, 2018

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Chip Watts- 2nd Term June 30, 2017*

Chairperson

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Beth Epley – 1st Term June 30, 2020

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Dale Galland- 2nd Term June 30, 2017*

Vice Chair

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Leslie Janshen- 1st Term June 30, 2019

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Jeff Ewelt- 2nd Term June 30, 2020

Secretary/Treasurer

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Dan Johnson- 2nd Term June 30, 2020

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Mindy Kohn – 1st Term June 30, 2020

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Sabre Moore – 1st Term June 30, 2020

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Peggy Iba- 2nd Term June 30, 2020
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Nicole Borner- 2nd Term June 30, 2020
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Christine Whitlatch – 1st Term June 30, 2020
Glendive Chamber of Commerce & Visit
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Lyn Ohl- 1st Term June 30, 2018
Roundup Chamber of Commerce
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Dennis Kopitzke- 1st Term June 30, 2019
Mayor- City of Forsyth
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Dianna Murnion - 1st Term June 30, 2020
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Russell E. Houck- 1st Term June 30, 2018
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Shyla Hadley -1st Term June 30, 2020
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*Indicates extended term for Executive
position as per bylaws

Visit Southeast Montana
(Updated 6.15.18)
Board of Directors

Ex-Officios:

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Custer County
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Doug Habermann
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Doug Miles – Billings Chamber Liaison
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Visit Southeast Montana

(Updated 6.15.18)

Board of Directors

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Brenda Maas 406-294-5270

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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 – VACANT 7/1/18
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 – VACANT 7/1/19
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 for Visit Southeast Montana Board Membership

Name: Glenn Heitz Title: Vice President
Company: Prairie County Museum and Evelyn Cameron Gallery, Inc.
Mailing Address: P.O. Box 368
City: Terry Mt Zip Code: 59349
Phone (406) 486-2045 Cell if applicable (406) 951-1056
Email (primary method of communication) PCmusegallery@midrivers.com
County Prairie

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.

Vice President - Museum Board < Prairie Co Museum and Evelyn Cameron Gallery, Inc.
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

resume).

#1

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)

see

#2

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

see

#3

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?

see

#4

yes

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

10 Resident of Eastern Montana my entire life

Treasurer of McCone Co. Wagon Train Comm. Has been a member of this non-profit organization since 1988 started to participate in M89 CATTLE DRIVE

Member of the Board of Advisors - Region 7 - Montana Fish and Game

Vice President of Prairie Co. Sportsman Assn.

Vice President of Prairie Co. Museum and Evelyn Cameron Gallery, Inc. and past President. Volunteer work started in 2004 board member 2006

Life member of UFW Post 4813 and on the honor guard for this post.

- 20 Has lived his entire life in Eastern Montana and has always been interested in Montana History and preservation.
- 30 Volunteer Tour guide asst for Prairie Co. Museum and Evelyn Cameron Gallery, Inc. 2004 become a board member in 2006
- 40 I am retired from a full time job and work with 3 board members on a flexible schedule for Prairie Co. Museum and Evelyn Cameron Gallery, Inc.

Visit Southeast Montana
Board of Directors SEMT
815 S 27th
Billings, Montana

13 April, 2018

Hello,

Glenn Heitz has been a valued asset to the Prairie County Museum and Evelyn Cameron Gallery Inc. both as a volunteer and as a board member and officer. He is very responsive to requests for special showings and even takes interested parties for tours to points of interest.

Glenn makes every effort to attend meetings of historical groups and museum associations.

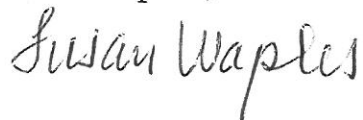
We feel he would be an asset to your organization.

Sincerely,

Les Thomason, President

A handwritten signature in cursive script that reads "Les Thomason". The signature is written in dark ink and is positioned below the printed name.

Susan Waples, Secretary

A handwritten signature in cursive script that reads "Susan Waples". The signature is written in dark ink and is positioned below the printed name.

Blayne Watts
Prairie County Chamber of Commerce
PO BOX 667
TERRY MT 59349-0667
April 18, 2018

Visit Southeast Montana
Board of Directors
SEMT
815 S 27th ST
Billings MT 59101

Dear Visit Southeast Montana:

Glen Heitz has worked as a member of the Prairie County Museum as a volunteer and board member for many years. Glen has attended various state government meetings about history and tourism. He is very interested in the community and preservation and promotion of the same.

Glen volunteers for rural tours for interested tourists and assists people in the fall for hunting, so he is very familiar with the landscape.

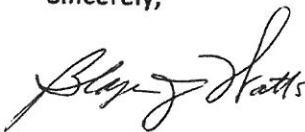
As a museum board member, Glen responds almost immediately to requests for appointments after the museum is closed, showing true customer and tourism responsiveness.

Glen works with contracts and grants concerning the museum, grounds keeping and safety of visitors and is a valuable resource for historical research.

Glen is used to the duties involved in leadership and is welcoming opportunities for new technologies, for instance he attended the latest social media classes SEMT sponsored in 2018.

Glen is active in Chamber and we offer support for his application to the SEMT board.

Sincerely,

A handwritten signature in cursive script, appearing to read "Blayne Watts".

Blayne Watts
Vice President

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.

Application for Visit Southeast Montana Board Membership

Name: Randy Schoppe
Title: Executive Director
Company: Big Horn County Historical Museum
Mailing Address: 1163 3rd St. East
City: Hardin
Zip Code: 59034
Phone (406): 665-1671
Cell if applicable (406) 665-7295
Email: director@bighorncountymuseum.org
County: Big Horn

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. There may never be more than three 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:

☒ X 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):

| | | | |
|--------------------------------------|--|--|--|
| <input type="checkbox"/> Crow | <input type="checkbox"/> Northern Cheyenne | <input checked="" type="checkbox"/> Big Horn | <input type="checkbox"/> Carter |
| <input type="checkbox"/> Custer | <input type="checkbox"/> Dawson | <input type="checkbox"/> Fallon | <input type="checkbox"/> Golden Valley |
| <input type="checkbox"/> Musselshell | <input type="checkbox"/> Powder River | <input type="checkbox"/> Prairie | <input type="checkbox"/> Rosebud |
| <input type="checkbox"/> Treasure | <input type="checkbox"/> Yellowstone | <input type="checkbox"/> Wibaux | |

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

I have been a resident of Big Horn County since 1996. I have been employed by the Big Horn County Museum since Sept 2013; first as a restoration technician, and then as director beginning in August 2017. I have been Senior Pastor of New Life Church in Hardin from 1996 to current. Past responsibilities have included being Board Chairman of the Helping Hands of Hardin Foodbank from 2001 to 2007, and director of the same foodbank from 2009 to 2013.

Prior to moving to Hardin, I was a Detention Sergeant at the Campbell County Sheriff's Department in Gillette, WY from 1987-1996. I served in the US Air Force from 1977-1980.

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)

Presently, as the director of the BHCM, I have moved the museum into a much larger presence on the internet through social media, business and travel websites. I believe this is the future of surviving as an attraction, especially for those of us with limited advertising budgets. Social media can be used to increase awareness of what our area has to offer and showcase our vast cultural heritage.

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

I have been involved in the leadership of non-profits for the past 25 years. I led the development of the local food bank from a 900 sq. ft. facility with an annual operating budget of \$10,000 to a 3000 sq.ft. facility with a \$60,000 budget and multiple programs. I have overseen the growth of Hardin New Life Church from a handful of people to a vibrant, multi-cultural congregation with multiple outreaches on two reservations. My time with the museum is too short to take stock of achievements, but the morale of the staff and volunteers is good, and people feel good about where we are going and what we are doing.

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?

I see no difficulty in making time for the board meetings. The board of directors of the museum support my application for the board.

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



Southeast Montana Board of Directors Subcommittee/Task Force Roster

Committee and Task Force development per SEMT Bylaws: The Chair of the Corporation may designate and establish such committees and task forces as he or she considers appropriate to carry into effect the objectives and purposes of the Corporation. A committee chairperson will be appointed by the members of the applicable committee at the committee's first meeting and as its first order of business. Committee meetings and task force meetings may be called at any time by the chairperson of the committee or task force or by the Chair of the Corporation. At any duly called meeting of a committee or task force, those present shall constitute a quorum. Each committee and task force shall study, investigate and make recommendations to the Board of Directors on subjects within the general scope of activity assigned to it by the Chair of the Corporation or which subsequently may be referred to it by the Chair of the Corporation or the Board.

COMMITTEES AND TASK FORCES/CURRENT

Nominating Committee (Per Bylaws: A nominating committee of the Board of Directors, which shall consist of five (5) committee members as designated by the Chair of the Corporation, shall submit the name or names of nominees for Board membership to the full Board at such time or times as determined by the Board. The nominating committee shall consist of the Immediate Past Chair of the Corporation (who will serve as the chairperson of the committee), the incoming Chair of the Corporation, two (2) at-large directors; and a past Chair of the Corporation. The President/CEO of the Corporation shall serve as a non-voting member of the nominating committee.

Committee: Dan Austin (Immediate Past Chair); Dale Galland (Incoming Chair); John Laney (Past Chair); Mindy Kohn (At-Large); Diane Murnion (At-Large) John Brewer (ex-officio)

Staff Role: Participate in discussion and offer recommendations

Executive Committee: Per bylaws: The Executive Committee shall consist of the Chair, Vice Chair, Secretary/Treasurer, President/CEO, and the Immediate Past Chair. In the event the Executive Committee has an even number of persons for any reason, the Board of Directors shall appoint a then existing director of the Corporation to the Executive Committee. Each member of the Executive Committee shall have one (1) vote, excluding the President/CEO who shall have no voting rights. The Chair of the Corporation shall be the chairperson of the Executive Committee. The Executive Committee shall have authority over policies, procedures, operations and fiscal affairs, including regular and periodic review of the finances of the Corporation. The Executive Committee does not have actionable voting power unless specifically assigned to it by the Board.

Committee: Chip Watts (Chair); Dale Galland (Vice Chair); Jeff Ewelt (Sec/Treasurer); Dan Austin (Immediate Past Chair); John Brewer (ex-officio)



Cooperative Marketing Grant Committee: Assist in development of application, select recipients, provides feedback and updates on improving the process. Gateway Visitor Center grant development and awards are also under the grants committee purview.

Committee Members: Dale Galland (Chair); Peggy Iba (At-Large)

Staff Role: Initiate grant process; evaluate applicants for compliance; monitor recipients for compliance

Media Projects Committee This group will evaluate the content of the previous guidebook and suggest changes to the next edition. They will also set ad sales rates for the guide. The full board will review and vote on the top 2-3 guidebook cover recommendations. This group will also make recommendations on other printed material (except print ads) such as direct mail, rack cards, and other multiple-page print projects.

Committee Members: Dan Austin (Chair); Chip Watts; Dale Galland; and, ~~Amy Morin~~

Bylaws Committee This group will be charged with reviewing the Visit SEMT Bylaws and making recommendations for any changes to the full Board. The committee will be sunset at that time.

Committee Members: Last amended 11/2014

Private Revenue Projects Committee This group will work with Marketing Director and Agency of Record to oversee private (unrestricted) fund projects.

Committee Members: Sabre Moore; Shyla Hadley; Mona Madler; Dale Galland; and, Glenda Ueland.

Committee created at 9.19.17 Board meeting.

Legislative Committee This group will identify, prioritize and address issues of importance to SEMT tourism. The Committee will work with Dan Brooks, Billings Chamber of Commerce Business Advocacy Manager, to produce a one-page policy guide, communicating the advocacy positions and guiding the lobbying work of SEMT before the next legislative session (in 2019). These recommended positions in the public policy guide will be presented to, and approved by, the SEMT Board of Directors for consideration and approval.

Committee Members: John Laney; Nicole Borner; Peggy Iba; Beth Epley; and, Sandy Watts

Committee created at 9.19.17 Board meeting



BOARD LIAISONS TO SPECIFIC ACTIVITIES:

Little Bighorn Battlefield National Monument/VIC (Liaison to the board relating to issues specific to the development of LBHB VIC progress)

Chip Watts

Legislative Issues (Liaison to the board relating to issues specific to tourism legislation.

Liaison with Tourism Matters statewide political action group)

John Laney

Amended 6.15.18 - bjm