



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

September 19, 2017 – 10:30 a.m. – 3 p.m.
Holiday Inn Express, Conference Room
1919 N. Merrill, Glendive, MT

Meeting Agenda

- I. Welcome and Introductions - Chip Watts (Board Chair) 10:30
 - a. Welcome to Glendive
 - b. Introductions

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

- III. Approval of June 15, 2017 Meeting Minutes (pages 3-6) ACTION

- IV. Financial Overview (John Brewer) 10:40
 - a. Variance report and Financials, June – August, 2017 (pages 7-10) ACTION
 - b. Update on FY17 Audit
 - c. FY18 Unrestricted Funds budget update

- V. STRATEGIC DISCUSSION – Brenda and Team Windfall 10:50
 - a. Options for private funds ACTION
 - i. Corporate Sponsorship
 - ii. Micro-site for Visit SEMT Website
 - iii. Tear-off Maps
 - b. FY18 Marketing Plan & Budget 11:10
 - i. FY17 Marketing Review
 - ii. FY18 Media Plan and Creative “sneak peek” (pages 11-14)

- LUNCH BREAK (Catered by Monte Carlo, Glendive) and BOARD PHOTOS 12:00**

- VI. STRATEGIC GOALS 1:00
 - a. Produce Quality Marketing Initiatives
 - i. Website Proposal (Team Windfall) ACTION
 - ii. Marketing Update – Brenda
 - b. Develop Marketing Partnerships...outside the region
 - i. Dino Trail – Chris Dantic & Sabre Moore (page 15)
 - ii. Lewis & Clark National Historic Trail - Brenda (page 16)
 - c. Grow In-Region Partnerships...to connect to constituents
 - i. Workshops

- d. Support Tourism Product Development
 - i. Custer Loop - Brenda Maas
 - ii. Update on Letters of Support
- V. Committee/Task Force and Board Reports 1:45
 - a. Marketing Grants - Dale Galland/Brenda Maas
 - i. Final report on FY17 grants
 - b. Legislative Update/Tourism Matters/Voices (John Laney)
 - i. Legislative Committee Development - Dan Brooks
 - 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. November 21 (Conference Call)
 - ii. January 16 (Forsyth)
 - iii. April TBD (Laurel or Billings) – note conflict with Governor’s Conference
 - iv. June 19 (Broadus)
- I. Meeting Adjourns - take a brief tour of the Frontier Gateway Museum 2:30
(Belle Prairie Frontage Rd)

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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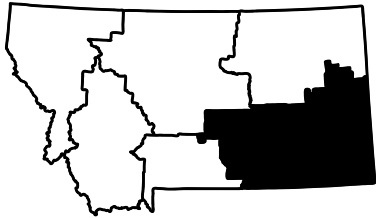
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Visit Southeast Montana is managed by the Billings Chamber of Commerce



VISIT SOUTHEAST MONTANA

Visit Southeast Montana Board of Directors

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

Board Members in Attendance:, Nicole Borner, Lyn Ohl, Mona Madler, Leslie Janshen, Christine Whitlatch, Chip Watts, Dale Galland, Peggy Iba, John Laney, Dianna Murnion, Dennis Kopitzke; Chris Dantic (standing in for Doug Habermann)

Staff Present: John Brewer, Brenda Maas and Aly Murnion

Guests: Davey Madison (Governor's office); Sandy Watts (7th Ranch and RV); Jan Stoddard (MOTBD); Tracy Baker (MCAEDC); Beth Epley (EPEDC); Shyla Goettemoeller (Baker Chamber of Commerce); Mark Jacobsen (BLM); Jim McGowan, Erika McGowan, Kyle McGowan, Megan Richter and Tommy the Intern (Windfall); Dee Abbott (Camp 21, Miles City); Ralph Spence (Billings Community Foundation)

Meeting called to order at 10:00 a.m.

Welcome and Introductions

Leslie Janshen introduced Tracy Baker, who welcomed group to Miles City. Davey Madison from Governor Bullock's office was also introduced and welcomed all. Introductions made around the room.

Public comments

Chip Watts called for public comment. No public comments

Approval of April 13, 2017 Meeting Minutes

John Laney moved to approve the April 13 minutes. Mona seconds. No discussion. Motion passed.

Financial Overview

John Brewer presented April – May, 2017 variance report and financials. Peggy Iba moved to approve. Dale Galland seconds. No discussion and motion passed.

FY17 and Proposed FY18 Administrative Budget

John Brewer presented administrative budget for FY18 and FY17, noting that the maximum allowed is 20% of revenue. FY17 projected to be \$1,500 short; FY18 could be \$15,000 short, mainly due to 11% increase in health insurance/benefits for staff and professional salaries.

John Laney proposed transferring \$1,500 of unrestricted funds for FY17 shortage, if necessary.

Christine Whitlatch moved to approve. John Laney seconds. During discussion John Laney noted that shortage will need to be addressed in near future. Chip Watts said that new Agency of Record, Windfall (guests at meeting) works with Glacier Country to generate private funds via the travel guide and Board will look to their ideas, too. Motion approved.

Proposed FY18 Non-bed Tax Funds

John Brewer presented the non-bed tax (private) funds budget, noting that in good shape but need to look at options to generate more private funds.

John Laney moved to table decision and form committee that includes Windfall to develop plan to back-fill the possible \$15,000 admin budget shortage that could happen in FY18, returning to next meeting with a recommendation to address the potential shortfall. Christine Whitlatch seconds. No further discussion. Motion passed.

STRATEGIC DISCUSSIONS:

FY18 Marketing Plan & Budget

Brenda noted that marketing plan and budget presentation at TAC meeting went well and was approved. She showed the *Fresh Tracks* video (topic: how to find public places to hunt in Southeast Montana), which was also part of the TAC presentation. John Brewer noted that he thought the SEMT presentation was best of all six regions and that he heard positive comments about how well SEMT collaborates with CVBs in the region.

Presentation from Jan Stoddard of Sales and Constituent Services

Jan Stoddard of MOTBD's Sales and Constituents Services Bureau gave presentation about what the Bureau does and how it relates to Visit Southeast Montana. Jan also talked about TAC (Tourism Advisory Council), noting that there will open positions and those interested in applying should do so prior to Sept. 1. Steve Wahrlich, current TAC member and owner of Best Western ClockTower Inn, Billings, summarized TAC mission, history and accomplishments, and shared his role and experiences. Jan, Steve and John Brewer all emphasized need for applicants from SEMT so that Eastern Montana is represented.

LUNCH BREAK

Presentation on Billings Community Foundation

Ralph Spence gave a short presentation on Billings Community Foundation, noting that BCF covers more than Billings including Yellowstone, Carbon, Stillwater, Big Horn, Treasure, Rosebud, Custer and Musselshell Counties. BCF promotes philanthropy and charitable giving, donating via Yellowstone Valley Gives. For more information see BillingsCommunityFoundation.org

STRATEGIC GOALS

Produce Quality Marketing Initiatives

Brenda Maas and Aly Murnion give update on marketing efforts, including attendance at International Pow Wow, RUI post-fam, media fams and *Fresh Tracks* sponsorship. Brenda introduces new Agency of Record (AOR), Windfall, Inc., including the staff present (see Guest List above).

Develop Marketing Partnerships...outside the region

Brenda Maas gave brief update on long-standing Dino Trail partnership, noting that attendance numbers continue to increase. VDino Trail maps were updated and printed in May, the group will submit a grant proposal to MOTBD for an upgraded website and SEMT will commit joint venture funds in support. MOTBD retiree Victor Bjornberg heads this group as a volunteer; Brenda shared her appreciation for his efforts.

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

Dee Abbott gave presentation about Camp 21, which includes Tusler Guest House, event center and by-appointment bus tours. Camp 21 is the location of General Custer's 21st campsite of 1876, located on the Yellowstone Jewel property and is available for private bookings.

Brenda invites Partners to provide input on what they would like to see in off-season workshops around the region.

Support Tourism Product Development

Custer Loop - Dennis Kopitzke noted that Custer Loop is near completion; 17 signs should be installed by end of July. He requested marketing help from SEMT.

Brenda Maas noted Belle Fouché, SD, Chamber president reached out to her regarding a potential earned media opportunity for the Warrior Trail. John Brewer updated group on American Airlines direct flights into Billings and the upcoming Yellowstone Kelly Interpretive Site project, which is near completion.

Committee/Task Force and Board Reports Executive Committee

Chip Watts presented by-laws changes (as presented in board packets). John Laney moved to approve. Peggy Iba seconds. No discussion and motion passed.

John Brewer noted that we still have a few who need to sign and submit Conflict of Interest and Whistle-blower policies. Brenda handed out and later collected completed documents to be filed.

Nominating Committee Officers and Terms

John Brewer presented recommendations for Offices from Nominating Committee (see board packet).

Christine Whitlatch moved to accept Officers as slated and second terms for board members. Mona Madler seconded. No Discussion. Motion passed.

Two members have termed out: John Laney and Mona Madler. This is their last meeting and all offer big thanks for service. No action required.

Appointment of New Board Members

John Laney stays as an ex-officio non-voting member. Mona will also stay on as an ex-officio. Accepted by both.

Beth Epley and Shyla Goettemoeller are interested in positions on the board from Fallon County. The committee recommends them pending their formal applications.

Ruth Zangara has resigned. Doug Gardner has resigned. Brenda also has interest from Sabre Moore, of Carter County Museum (Carter County).

Dale Galland moved to accept all members of board, pending applications: Sabre Moore, Beth Epley and Shyla Goettemoeller. Christine Whitlatch seconds. No discussion and motion passed.

John Brewer explained the position of Ex-officio with the Chamber of Commerce. Doug Miles of KULR will serve as the new ex-officio.

Marketing Grants

Dale Galland updated all on cooperative marketing grant – most recent is a small grant to Carter County Museum for Shin Dig marketing. At this point, Brenda noted that no more grants will be awarded because of budget concerns. Recommendations for new grant application language are not yet available. Brenda reminded that cooperative marketing grants are not in the FY18 budget, unless revenues come in higher than expected.

Legislative Update

Legislative Committee Development

John Laney gave update on legislative session with input from Jan Stoddard: Tribal Tourism will receive \$100,000 to work with TAC and develop a plan; Calgary office bill did not pass; budget bill revolves around general fund.

John Laney also explained that Voices is an educational group while Tourism Matters is a lobbying group and asks for Boards cooperation with lobbying. John Brewer noted that Board would like to develop a legislative policy for SEMT and asked for volunteers.

The following offered: John Laney; Nicole Borner (requests phone conferences); Peggy Iba suggests Glendive mayor; Beth Epley; and Sandy Watts.

Updates from around the region

John Laney presented new video for Miles City promotion.

Brenda and Aly mentioned USA Today's Readers' Choice Awards, noting that 4 nominees are from SEMT. Encouraged all to vote.

John Brewer reminded that LiNK, visitor guides and Yellowstone Kelly coloring books for all to take as needed, plus noted upcoming Young Professional Summit.

Peggy Iba mentioned Miss Montana scholarship program. Invited all to attend. Cape Air now offers \$29 flights to Glendive. Peggy also mentioned the Bridger bronze sculpture project.

Dianna Murnion mentioned the Quigley Rifle Shoot.

Meeting adjourns at 2:42

All encouraged to attend_a brief tour of the Agricultural Advancement Center at Miles City Community College (340 I 94 Business Loop).

Southeast Montana Variance Report For the year ending: June 30, 2017

Revenue over expenses is \$25,228 over budget. *Following the state lodging tax audit, the uncommitted funds will be applied to the 2017-2018 budget.*

Revenue is \$1,276 over budget from interest.

- Estimated Bed tax collections are under budget \$500.
- Travel Guide advertising is over budget \$1,750 from collections on the remaining outstanding invoices from the prior year.

Total Expenses are \$23,953 under budget.

- SEMT States Expenses are \$21,808 under budget.
 - Advertising is under budget \$399.
 - State Marketing Support is under budget \$8,708 from Administrative and Personal Expenses.
 - Printed Projects is under budget \$8,752 from the niche project (cancelled).
 - Publicity is under budget \$572 from item giveaways.
 - Tradeshows is currently over budget \$2,344 from IPW and tradeshow booth items.
 - Telemarketing & Fulfillment is under budget \$612 from postage and MARS Stout.
 - Internet Development is under budget \$5,908 from the photo/video library.
 - Visitor Information Center is over budget \$800 from Community Education programs (prior year expense).
- SEMT Unrestricted Expenses are \$2,145 under budget.
 - Staff Training is under budget \$200.
 - Meetings is under budget \$1,389 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 \$1,056 under budget from anticipated travel expenses not covered by state marketing dollars.
 - Miscellaneous Opportunity is under budget \$500.

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

	CURRENT MONTH		YEAR TO DATE		2016-17 Annual Budget
	June 2017	June 2017	July-June 2017	July-June 2017	
	Actual	Budget	Actual	Budget	
Income					
SEMTE State Revenue	100,000	98,750	629,500	630,000	630,000
SEMTE State Interest Revenue	6	-	76	-	-
Travel Guide Ad Revenue	-	-	1,750	-	-
Sponsorship Revenue	-	750	3,950	4,000	4,000
Total Income	<u>100,006</u>	<u>99,500.00</u>	<u>635,276</u>	<u>634,000</u>	<u>634,000</u>
Committed Rollover Funds from Prior Year	-	-	8,300	8,300	8,300
Expense					
SEMTE Unrestricted Funds					
SEMTE Unrestricted - Advertising	-	-	-	-	-
SEMTE Unrestricted - Staff Training	-	-	-	200	200
SEMTE Unrestricted - Meetings	920	-	3,911	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	199	-	444	1,500	1,500
SEMTE Unrestricted - Misc.	-	-	-	500	500
Total SEMTE Unrestricted Funds	<u>1,120</u>	<u>0</u>	<u>6,505</u>	<u>8,650</u>	<u>8,650</u>
SEMTE State Expenses					
SEMTE State Advertising	102,760	102,300	297,901	298,300	298,300
SEMTE State Marketing Support	21,125	19,790	201,292	210,000	210,000
SEMTE State Printed Projects	(1,250)	7,500	31,248	40,000	40,000
SEMTE State Publicity	1,760	2,750	6,428	7,000	7,000
SEMTE State Tradeshow	3,229	2,000	28,344	26,000	26,000
SEMTE State TeleMarketing/Fulfill.	2,195	859	33,888	34,500	34,500
SEMTE State Internet Development	1,431	7,150	1,592	7,500	7,500
SEMTE State Visitor Info. Center	5,000	5,000	15,800	15,000	15,000
Total SEMTE State Expenses	<u>136,249</u>	<u>147,349</u>	<u>616,492</u>	<u>638,300</u>	<u>638,300</u>
Total Expense	<u>137,369</u>	<u>147,349</u>	<u>622,997</u>	<u>646,950</u>	<u>646,950</u>
Net Income	<u>(37,363)</u>	<u>(47,849)</u>	<u>20,578</u>	<u>(4,650)</u>	<u>(4,650)</u>
Cash			Current Month	Last Month	
State Funds - Checking			22,445	13,694	
State Funds - Savings			1,398	46,393	
Unrestricted Funds - Checking			33,874	34,994	
Total Cash			<u>57,717</u>	<u>95,080</u>	

Southeast Montana Variance Report Year-to-Date as of August 31, 2017

Revenue over expenses is \$30,941 over budget.

Please note that SEMT did not receive the quarterly lodging tax payments in August like it usually does so expenses were kept to a minimum due to cash flow purposes. Funds were received the first part of September.

Total Expenses are \$30,941 under budget.

- SEMT States Expenses are \$30,935 under budget.
 - Advertising expenses are right at budget and will increase within the next few months for the FY2018 projects.
 - State Marketing Support is under budget \$30,569 from Administrative and Personal Expenses. Due to timing of not receiving lodging tax funds, the monthly payroll and administrative expenses that are reimbursed to the Chamber were delayed for cash flow purposes. Payment was made for those two months in September and SEMT is current.
 - Publicity is under budget \$439.

- SEMT Unrestricted Expenses are \$6.

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

	CURRENT MONTH		YEAR TO DATE		2017-18 Annual Budget
	August 2017	August 2017	July-Aug 2017	July-Aug 2017	
	Actual	Budget	Actual	Budget	
Income					
SEMTE State Revenue	-	-	-	-	560,000
SEMTE State Interest Revenue	0	-	0	-	-
Sponsorship Revenue	-	-	-	-	6,500
Total Income	<u>0</u>	<u>-</u>	<u>0</u>	<u>0</u>	<u>566,500</u>
Committed Rollover Funds from Prior Year	-	-	-	-	10,000
Expense					
SEMTE Unrestricted Funds					
SEMTE Unrestricted - Advertising	-	-	-	-	-
SEMTE Unrestricted - Staff Training	196	-	196	200	200
SEMTE Unrestricted - Meetings	8	-	8	10	2,400
SEMTE Unrestricted - Lobby/Awareness	-	-	-	-	2,000
SEMTE Unrestricted - Membership Dues	-	-	-	-	150
SEMTE Unrestricted - Tradeshow Exp	-	-	-	-	400
SEMTE Unrestricted - Misc.	-	-	-	-	-
Total SEMTE Unrestricted Funds	<u>204</u>	<u>-</u>	<u>204</u>	<u>210</u>	<u>5,150</u>
SEMTE State Expenses					
SEMTE State Advertising	-	-	3,000	3,000	246,500
SEMTE State Marketing Support	5,301	20,349	7,029	37,598	203,200
SEMTE State Printed Projects	-	-	-	-	52,000
SEMTE State Publicity	(239)	200	(239)	200	23,000
SEMTE State Tradeshow	-	-	-	-	9,200
SEMTE State TeleMarketing/Fulfill.	676	709	1,492	1,418	28,500
SEMTE State Internet Development	-	-	-	-	7,500
SEMTE State Visitor Info. Center	-	-	-	-	100
Total SEMTE State Expenses	<u>5,738</u>	<u>21,258</u>	<u>11,281</u>	<u>42,216</u>	<u>570,000</u>
Total Expense	<u>5,941</u>	<u>21,258</u>	<u>11,485</u>	<u>42,426</u>	<u>575,150</u>
Net Income	<u>(5,941)</u>	<u>(21,258)</u>	<u>(11,485)</u>	<u>(42,426)</u>	<u>1,350</u>
Cash			Current Month	Last Month	
State Funds - Checking			10,999	16,807	
State Funds - Savings			1,398	1,399	
Unrestricted Funds - Checking			33,683	33,874	
Total Cash			<u>46,081</u>	<u>52,080</u>	



Windfall, Inc. – Revised Private Revenue Strategies Brief

Discussed Private Revenue Strategies (in order of priority)

Option 1: Corporate Sponsorship Plan Model:

Cost for partners:

- Goal of acquiring five major corporate sponsors, while allowing current sponsors to be grandfathered in at current rate / with current benefits/agreements honored.
- \$4,800 Partner Investment (\$400 a month payments or \$4,500 lump sum payment and save \$300) – seek a 2-year commitment from each partner.
- Windfall would charge a discounted 15% commission for acquiring sponsorships (\$3,375-\$3,600)
- John and Brenda to help acquire leads and approve all packages
- Potential revenue for Visit SEMT would be \$22,500 - \$24,000
- Focus on public/private entities within the region – have a location at the least inside the region. Move to wider geographic focus if necessary.

5 Strategic Partnership Sold – Minimum	\$4,500 Each = \$22,500
15% Windfall Sales/Benefit Management	\$3,375 Total

CORE Partner benefits, customizable based on partner needs and preferences:

- Agency will communicate with strategic partner on advertising strategy to assist the partner in working with the benefits of Visit SEMT overall strategic marketing efforts.
- Agency will communicate with strategic partner on advertising strategy to assist the partner in working with the benefits of Visit SEMT overall strategic marketing efforts.
- Partner receives qualified / opt in leads monthly from Visit SEMT marketing efforts if desired.
- Partner receives 1 annual social media cross channel strategic promotion annually.
- Partner receives \$5,000 worth of cross-branded digital media placement promotion with Visit SEMT. (Programmatic Advertising Creative)
 - This may come in the form of public relations, social media strategy, traditional advertising, or other formats under the approval of Visit SEMT.

Based on approved course of action with the website, Windfall will work within realistic resources to provide website opportunities.

- Partner receives bonus promotion that will vary based on the various projects conducted by the
- Partner receives featured listing status for their business segment on Visit SEMT’s website or microsite.
- Windfall will develop customized strategies based on the sponsor’s needs collected through interview and plan development phase.

Windfall, Inc. – Revised Private Revenue Strategies Brief

Option 2: Micro-site Partnership Model (with a new bed tax website developed for Visit SEMT)

Construct a micro site for Visit SEMT and drive all paid and social media traffic to the micro-site first in the campaign strategy.

Leverage marketing partnerships to join you in the strategy by offering them placement on the micro-site as well as leads collected from the micro-site from visitors responding to campaign messaging.

The Micro-site is a year round paid gateway to the website and has 5 potential marketing partners represented with logos, links, and some promotional copy. Bi-weekly lead sharing is provided to the partners from the Visit SEMT agency of record. Windfall will provide lead capturing that will continue to go on to the call center with a database copy being maintained

Projected Visit SEMT Model

5 Strategic partnerships integrated into the micro-site.

Partnerships here will focus heavily on CVBs, private tourism stakeholders, and other applicable industries to fill the 5 micro-site advertising spaces. The packages could be sold at \$750 to \$2,000 each – raising funds for the micro-site. Windfall would maintain 25% of the micro-site specific fees for the creation of the micro-site. The remaining balance would be provided to Visit SEMT for their organizational needs.

The micro-site will be used as the primary placed paid media responders go to get more information on the region.

Examples: <http://glaciermt.com/summer17.php> (Glacier Country) or <http://weflynorth.com/> (YCFMI)

5 Micro-site Advertisers	\$10,000 Goal (May be less to include current
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	partners)
25% Windfall Sales / Digital Management	\$2,500 (Variable based on final revenue collected.)

The ultimate goal is to move the official regional website from MOTBD’s control. This will provide SEMT with the following benefits.

- More control over content (considerable customer service speed enhancement)
- Ability to fix issues in a timely manner (emergency contact for after hours too)
- Integrating the website to social media and marketing campaigns for greater success
- Greater rich media capabilities with video, photography, and more.
- Enhanced organic search engine ranking opportunity.
- Greater capability to add the latest technological plug ins to provide research data, greater user engagement, and better traffic analysis

Website Redesign / Content Creation	\$17,000
12 Months of Hosting / Security / Analytics	\$1,000
Website Programming	\$8,000
Testing, Mobile Responsiveness, Additional Customizations	\$2,000

\$28,000 Budget Allocation for Website

The new website working in conjunction with the private partnerships, micro-site, and other potential partnership projects will provide Visit SEMT the digital foundation to reach our marketing goals, while also letting us stay focused on private revenue acquisition critical to the region.

Option 3: Tear Off Maps Model

Develop 2-3 themed tear off maps that were originally proposed under niche publications. These maps will serve as a marketing tool, but will also generate revenue. Windfall, Inc. will sell branding opportunities on the maps with pricing and sales strategy proposed by Windfall once we have projects and costs better defined. Windfall would collect a 25% commission for managing the tear off map project efforts.

All tear off maps will be self funded and profitable for Visit SEMT for the project to be executed. It will also free up \$7,000 in the niche printing portion of the bed tax budget for Visit SEMT.

The Destination Missoula map model generates \$10,000 in revenue and costs \$4,000 roughly to print. That model applied to Visit SEMT would generate a profit of \$3,500 after all expenses are considered.

Map Project	Revenue Projection	Printing Projection	Windfall Management
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General Tear Off Map	\$10,000	\$5,000	\$2,500
Themed Tear Off Map	\$5,000	\$2,500	\$1,000
Themed Tear Off Map	\$5,000	\$2,500	\$1,000
Themed Tear Off map	\$3,000	\$1,250	\$750

Estimated Visit SEMT profit projection: \$6,500 (plus \$7,000 in niche printing budget savings)

MEDIA PLAN

Client: Visit Southeast Montana

Campaign: FY18

Notes: Some impressions are estimated



MOTBD Joint Ventures	Print/Digital	Dates	Description/Placement	Geo Targets	Creative Unit	Impressions/Circ	Cost	Value	Billing Details
Family Fun Inspiration Guide	Print	April/May	Advertorial in 12-page guidebook inserted into Family Fun magazine with regional distribution. Family fun will write and design the advertorial with input from partner.	IL, MN, ND/SD, TX, MT/WY, ID, CO, NM, AZ, UT, NV, WA, OR, CA	Half page advertorial with two photos and 80 words of copy	601,000	\$3,998	\$7,396	\$3398 MOTBD Match
TripAdvisor	Digital	March - May	Digital ads targeted to travel-related content and travel intent users on a national level. Standard banner ads.	US (excluding Montana) searching for destinations in MT and surrounding states	728x90, 300x250, 300x600, 320x50	578,638	\$11,765	\$21,765	\$10,000 MOTBD Match
Sojern	Digital	Mar - Apr	Digital ads targeted to travel-related content and travel intent users on a national level. Standard banner ads.	National	728x90, 300x250, 160x600, 300x600, 300x50, 320x50	869,565	\$5,882	\$10,882	\$5000 MOTBD Match
National Geographic	Digital	April	Digital ads and video geo-targeted on NationalGeographic.com. ROS video, ROC travel rotation and ROC premium.	National	:15 video, 728x90, 320x50, 300x250, 300x600	868,333	\$5,882	\$10,882	\$5000 MOTBD Match
TOTAL							\$27,527	\$50,925	

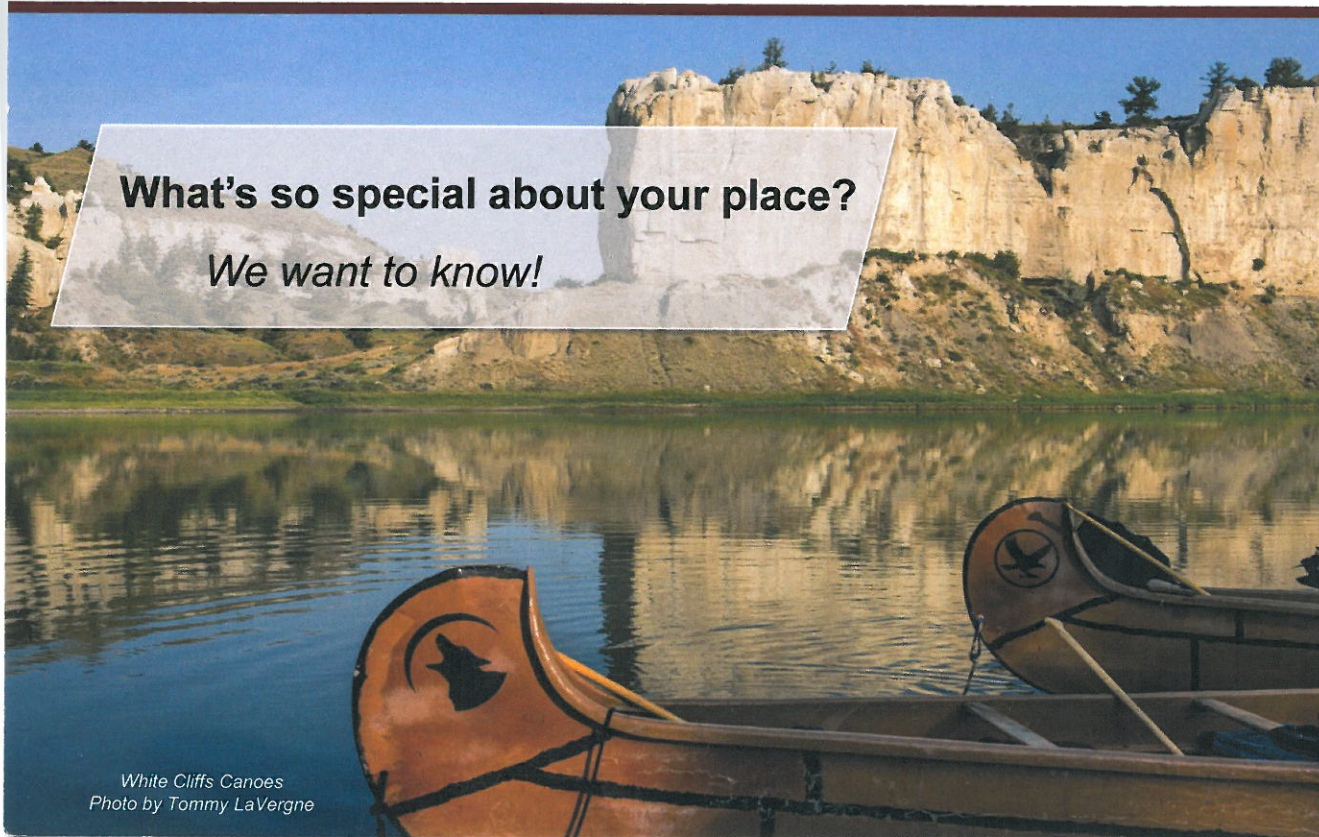
Consumer Placements	Print/Digital	Dates	Description	Geo Targets	Creative Unit	Impressions/Circ	Cost	Value	Billing Details
Advanced Audience Targeting - Network Programmatic Digital Campaign	Digital	Mar - May	Programmatic banner campaign including mobile and desktop standard banner units. Geo-targeting, content targeting and behavioral targeting toward key target markets outlined in the FY18 marketing plan. Optimized weekly for	Dallas, Chicago, Seattle, Denver, Wyoming, South Dakota, North Dakota, Bozeman, Great Falls, Missoula, Butte, Helena	300x250, 300x600, 160x600, 728x90, 320x50, 300x50	6,000,000	\$40,000	\$60,000	
Yellowstone Journal	Print/Digital	Oct - Sept	Half page ad, 150 word advertorial with photos in Yellowstone Journal (included in National Park Journal iPad/Nook versions)	National	Half page ad	893,000	\$12,000	\$33,812	
			ROS banner ad campaign		300x250, 728x90, 320x50	100,000			
			Targeted Email Leads (opt-in) E Newsletter - 2 banner sponsorships and 1 content sponsorships		300x250	50,000			
Field and Stream	Print	April	Full page ad, regional distribution	TX, IL, ID, CO, MT, WY, ND, SD, CA, OR, MN, GA, PA, WA	Full page ad	300,000	\$17,059	\$17,059	If additional budget is available, minimum digital buy is \$5000 and would save \$1750 on the print rate.
Distinctly Montana	Print	Mar/Apr	Full page ad plus bonus digital banners	Montana	Full page ad	20,000	\$3,000	\$3,000	
Rediscover Montana Sponsorship	Print	May	Full page ad in Rediscover MT publication	Statewide excluding BZ, GF	Full Page ad	93,666	\$5,995	\$30,000	
Missoulian	Print/Digital	Apr/May	Four 1/4 pg, full color ads plus 50K banner imp	Missoula DMA	1/4 pg ad, 728x90	130,316			
Ravalli Republic	Print/Digital	Apr/May	Four 1/4 pg, full color ads plus 10k banner imp	Ravalli/Bitterroot	1/4 pg ad, 728x90	22,000			
Billings Gazette	Print/Digital	Apr/May	Four 1/4 pg, full color ads plus 35K banner imp	Billings DMA	1/4 pg ad, 728x90	158,536			
Butte Montana Standard	Print/Digital	Apr/May	Four 1/4 pg, full color ads plus 30K banner imp	Butte	1/4 pg ad, 728x90	64,028			
Helena Independent Record	Print/Digital	Apr/May	Four 1/4 pg, full color ads plus 25K banner imp	Helena	1/4 pg ad, 728x90	63,384			
Matador	Digital	June (TBD)	Video production for one cinematic videos (long-form) and shorter cut downs for various platforms. Digital rights in perpetuity and broil footage included. Budget includes \$4000 in travel expenses.	National	Video	150,000	\$17,000	\$27,529	Warm season video to be filmed in 2018 for FY19 warm campaign. Local photographers assigned. Additional \$12,353 in FY19 for promotion of video.

Regional Cooperatives									
Glacier Country Travel Guide Partnership	Print	Mar - Feb	Half page ad in 2017 Travel Guide	National	Half page ad	150,000	\$2,450	\$2,882	
	Digital	Mar - Aug	Warm Season Joint Venture - Landing page feature, run-of-site banners on glaciermt.com		300x250, 728x90, 320x50, Featured Listing	100,000	\$2,353	\$15,000	
	Digital	Mar - Aug	Warm season leads			15,000			
Destination Missoula Guide	Print	Oct	Half page ad in 2017/2018 Travel Guide	National	Half page ad	115,000	\$2,850	\$3,824	
	Digital	Oct - Sept	Run-of-site annual banner campaign	National	300x250, 728x90, 320x50	30,000			
Northwest Travel	Print	Mar/Apr	Fold-out inside cover cooperative with Destination Missoula	Northwest US	Three full pages split with Missoula	45,000	\$9,111	\$25,866	
	Digital	Mar/Apr	E-newsletter blast and leaderboard campaign	National	728x90, eblast	30,000			
True West Magazine	Print	April	Two-page spread split with Southwest Montana	National	Full page ad/advertorial	75,000	\$4,647	\$10,347	
	Digital	April	Native article, newsletter and social content	National		20,000			

Dallas/Fort Worth Flight Promotion									
American Airlines Celebrated Living	Print	Mar/Apr	Full page ad split with Visit Billings	National (American Airlines Direct Flight Markets)	Full page ad	3.1 million passengers and 21,000 flights (200k copies)	\$7,059	\$47,059	\$14,100 total cost. To increase to a spread, it would be an additional \$11,782.
Texas Monthly	Print	Mar	Two-page spread split with Visit Billings	Texas	Full page ad	309,783	\$5,665	\$35,895	\$11,329 total cost
Dallas Paid Social	Digital	Mar	Paid social posts specifically promoting Dallas flight	Dallas/Fort Worth DMA		400,000	\$3,000	\$3,000	
Tracking Platform									
Sizmek Tracking	Digital	Mar - Aug	Third party tracking on all digital placements				\$2,000	\$2,000	
TOTAL						12,452,249	\$134,188	\$317,273	
TOTAL CONSUMER PRINT AND DIGITAL - BUDGET \$161,000 (\$189,000 with web budget)							\$161,715	\$368,198	

For the past 3-4 summers, my husband
& I would take our niece (Audrey, age 10), nephew
(Bobby, age 8), and daughter (Lyvia, age 9) on a leg
of the dinosaur trail. We would load up the camper
& spend many hours driving, exploring, & learning.
We gained so much from our adventures & went
places we never would have thought to go. We
ate at cozy diners & filled up on delicious pies
in out-of-the-way places. We hiked exciting
trails & saw breath-taking landscapes. We saw
amazing creatures & met the nicest people. The
kids can spout dinosaur facts with outstanding
enthusiasm and have a deep appreciation for
our vast & beautiful state. Thank you so
much for this grand adventure - we are happy
and proud of the accomplishment, but sad
it's over. Again, thank you so much.

Sincerely,
Courtney Little



What's so special about your place?
We want to know!

*White Cliffs Canoes
Photo by Tommy LaVergne*

The National Park Service is creating an online MapGuide of the unique local businesses and attractions visitors can visit along the Lewis and Clark National Historic Trail.

It is **FREE** to be featured on the online MapGuide.

You are invited to nominate your favorite places of interest, local businesses, events, music, stories, etc. to be included on the map! Your nomination will support these places by helping to promote travel to the region.

To nominate, visit:

LewisandClark.Travel

For further information, assistance, or questions contact:

Kristine Struck, kristine_struck@nps.gov, 402-661-1818

Rory Robinson, rory_robinson@nps.gov, 440-717-3776 or

Jim Dion, j.dion@solimarinternational.com, 202-604-2847

Visit Southeast Montana
(Updated 9.13.17)
Board of Directors

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

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

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
7thranch@historicwest.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

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

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

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

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

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

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

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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

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

Amy Morin- 2nd term June 30, 2020
Cottonwood Camp
PO Box 7667
Fort Smith, MT 59035
Big Horn County
Ph: 406-666-2391
Cell: 406-426-0266
amy@cottonwoodcampbighorn.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

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

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

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

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

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

*Indicates extended term for Executive position as per bylaws

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Board of Directors**

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

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Staff:

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

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

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

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

County Representation and Vacancies

Big Horn

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

Powder River

1. Dan Johnson
2. **VACANT**
3. **VACANT**

Carter

1. Sabre Moore
2. **VACANT**
3. **VACANT**

Prairie

1. Dale Galland
2. Glenda Ueland
3. **VACANT**

Crow Reservation

1. **VACANT**

Rosebud

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

Custer

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

Treasure

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

Dawson

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

Wibaux

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

Fallon

1. Beth Epley
2. Shyla Goettemoeller
3. **VACANT**

Yellowstone

1. Dan Austin
2. Jeff Ewelt
3. **VACANT**

Golden Valley

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

Musselshell

1. Nicole Borner
2. Lyn Ohl
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

Northern Cheyenne Reservation

1. **VACANT**