



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

November 21 @ 10 a.m. Conference Call

Conference Call Number: 866-876-1424
Access Code: 2945270

Meeting Agenda

- | | | |
|------|---|---------------|
| I. | Welcome and Introductions - Chip Watts (Board Chair) | 10:00 |
| | a. Welcome | |
| | b. Roll Call for Quorum – John Brewer | |
| II. | Public comments on items NOT on the agenda (limited to 3 minutes per speaker) | |
| III. | Approval of September 19, 2017 Meeting Minutes (pages 3-8) | <u>ACTION</u> |
| IV. | Financial Overview – Megan Stevenson | 10:10 |
| | a. Variance report and Financials, Sept - Oct, 2017 (pages 9-10) | <u>ACTION</u> |
| | b. MOTBD Projections Update – Brenda Maas | |
| | c. FY18 Unrestricted Funds budget (page 11) | <u>ACTION</u> |
| V. | STRATEGIC DISCUSSION – Brenda Maas and Team Windfall | 10:20 |
| | a. Update on unrestricted fund projects | |
| | i. Corporate Sponsorship | |
| | ii. Micro-site for Visit SEMT Website | |
| | iii. Tear-off Maps | |
| VI. | STRATEGIC GOALS | 10:30 |
| | a. Produce Quality Marketing Initiatives | |
| | i. Website Update - Team Windfall (page 12-13) | |
| | ii. View Creative (11.20.17 packet) | |
| | iii. Marketing Update from FY17 – Brenda Maas (11.20.17 packet) | |
| | iv. Trade Show Update - Brenda | |
| | b. Develop Marketing Partnerships...outside the region | |
| | i. No report at this time | |
| | c. Grow In-Region Partnerships...to connect to constituents | |
| | i. Workshops – update from Brenda Maas | |

- d. Support Tourism Product Development
 - i. No report at this time

- V. Committee/Task Force and Board Reports 10:45
 - a. Legislative Update/Tourism Matters/Voices – Dan Brooks (page 14)
 - i. Legislative Committee Development
 - ii. Update on other committees – Brenda Maas (page 15-21)
 - b. Other announcements
 - i. Updates from around the region – each Board Member shares information about upcoming events, community changes for 2-3 minutes
 - c. Board Meeting Schedule: All meetings 10 a.m.-3 p.m. unless otherwise noted. All times subject to change.
 - i. January 16 (Forsyth)
 - ii. April TBD (Laurel or Billings) – note conflict with Governor’s Conference
 - iii. June 19 (Broadus)

- I. Meeting Adjourns

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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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

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

Board Members in Attendance: Jeff Ewelt, Christine Whitlatch, Sabre Moore, Shyla Hadley, Doug Miles, Beth Epley, Lyn Ohl, Glenda Ueland, Doug Haberman, Chip Watts, Mona Maddler, Dale Galland, Leslie Janshen, John Laney, Amy Morin, Mindy Kohn, Peggy Iba

Staff Present: John Brewer, Brenda Maas, and Michele Flanagan

Guests: Chris Dantic (Makoshika State Park) Jim McGowan, Kyle McGowan, Beth Frazee and Megan Richter (Windfall), Daniel Brooks (Billings Chamber of Commerce), Cheryl Niemerg (Baker Chamber of Commerce & Ag) Sandy Watts (7th Ranch and RV) and Mayor Jerry Jimison (City of Glendive)

Meeting called to order at 10:33 a.m.

Welcome and Introductions

Christine Whitlatch welcomed the group to Glendive and introduced the Mayor. Mayor Jimison welcomed the group as well and gave a short overview of Glendive. Introductions made around the table.

Public comments

Chip Watts called for public comments. No public comments

Approval of June 15, 2017 Meeting Minutes

Glenda Ueland moved to approve the June 15 minutes. Peggy Iba seconded. No discussion. Motion passed.

Financial Overview

John Brewer presented June and August's variance reports and financials. Christine Whitlatch moved to approve and Leslie Janshen seconded. Motion passed. During the discussion John Brewer asked for Board's input regarding how to best allocate the nearly \$20,000 in FY17 rollover that is uncommitted. As per Board discussion at the June meeting, priority is \$15,000 go toward funding 3 VICs (Hardin, Broadus and Wibaux) and remaining to advertising. Christine Whitlatch noted traffic from Regina, Canada and asks Board to consider that market.

Update on FY17 Audit

John Brewer reported that there were no issues with the FY17 audit by MOTBD (completed by Barb Sanem) and noted that of the \$1,500 unrestricted funds that were approved, as needed, for potential shortage in the FY17 administrative budget, only \$400 was used.

FY18 Unrestricted Funds Budget Update

John Brewer called attention to the unrestricted (private) funds budget, noting that at the June meeting, Board tasked staff to work with Windfall to develop options to generate funds for the potential \$15,000 FY18 admin budget shortfall. Brenda introduced Jim McGowan of Windfall, who presented (3) options for private revenue (all in board packet): 1) Corporate Sponsorship; 2) Gateway micro-site (to Visit SEMT website); and 3) Tear-off Maps – total of 2.

John Brewer suggested forming a committee to work with getting these private funds options done in a timely manner, as well as ensuring that each geographic segment is represented. Brenda agreed with this suggestion. Sabre Moore, Shyla Hadley, Mona Madler, Dale Galland and Glenda Ueland volunteered to serve on the committee. Dale Galland moved to approve the three private revenue strategies as presented by Windfall and Brenda Maas; Sabre Moore provided seconded. Motion passed.

FY18 Media Plan and Creative “sneak peek”

Jim McGowan presented the proposed FY18 media plan which consisted of MOTB Joint Ventures, Consumer Placements, Regional Cooperatives, Dallas/Fort Worth Flight Promotions, and Sizmek Tracking (third party tracking platform for all digital placements). Total consumer print and digital media proposed budget is \$161,000.

Megan Richter (Windfall) presented creative marketing concepts that are in initial stages. OUT HERE, WE HAVE A STORY TO TELL is the marketing message coupled with vivid photography to promote tourism in the region.

STRATEGIC GOALS

Produce Quality Marketing Initiatives

Team Windfall presented a proposal, on Brenda’s request, for a website independent of MOTBD. Total cost to research, develop and have online for spring of 2018 is \$28,000. Funds will be re-appropriated from Niche Pubs and Advertising. They showed examples of the website with emphasis on a well laid-out landing page. John Laney commented on the importance of a functioning website; he noted the average tourist spends \$200 a day on vacation and if it bring 140 tourists, the website will pay for its self. Glenda Ueland moved to approve the website, and Amy Morin seconded the motion. Motion passed.

Marketing Update

No update presented

Develop Marketing Partnerships...outside the region

Dino Trail – Chris Dantic & Sabre Moore updated the board on the Montana Dino Trail and educated group on the Dino Trail passports. Sabre Moore emphasized the importance of marketing help from SEMT and other partners to help strengthen the program's momentum.

Lewis & Clark National Historic Trail

Brenda Maas updated the Board on the Lewis and Clark National Historic Trail coalition and its partnership with the National Park Service to create a geotourism website and online MapGuide. There is no cost to be included and Brenda encouraged all to nominate their favorite place of interest to be included on the MapGuide to help promote travel to the region. See lewisandclark.travel and go to "Get Involved" to nominate attraction, organization or tourism business.

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

Brenda noted that she is developing a no-cost/low-cost marketing workshop for Tourism Partners, likely to be held in the winter. More to come.

Support Tourism Product Development

Custer Loop – Dennis Kopitzke was not present; in his place Brenda noted that 17 signs have been installed and the project is near completion. Visit SEMT will move forward with marketing the project, including a news event in spring of 2018.

Update on Letters of Support – Brenda noted the Visit Southeast Montana received request for and submitted letters of support for the following grant applications: Huntley Project Museum of Agriculture expansion; Bucking Horse Sale bleacher additions; and, Dinosaur Trail website re-design. MOTBD Tourism grants are expected to be announced in mid-December.

Committee/Task Force and Board Reports

Final report on FY17 Cooperative Marketing Grants - Dale Galland/Brenda Maas reported that the FY17 grants were funded and closed with FY17 audit. The FY18 budget does not include cooperative marketing grants at this time.

Legislative Update/Tourism Matters/Voices

Legislative Committee Development - Dan Brooks updated the Board on development of the Legislative Committee development stating that the mission of the Southeast Montana Legislative Advisory Board (LAB) is to identify, prioritize and address issues of importance to SEMT tourism. In order to accomplish this goal, the LAB will produce a one-page public policy guide, communicating the advocacy positions and guiding the lobbying work of SEMT before the next legislative session in 2019. The recommended positions in the public policy guide will be presented to, and approved by, the SEMT Board of Directors for consideration and approval.

John Laney, Nicole Borner, Peggy Iba, Beth Epley and Sandy Watts volunteered to be part of the committee. Partners include the Billings Chamber of Commerce, Voices of Tourism, Tourism Matters, Tourism Advisory Council (TAC) and Montana Infrastructure

Coalition (MIC).

Meetings - The group will meet as needed, utilizing conference calls for convenience.

Dan outlined the following timeline:

Fall/Winter 2017 – Initial meeting to begin fleshing out policy issues

January 11 – March 12 – Candidate filing for primary

April – Present draft of Public Policy Guide to SEMT Board

June 5 – Primary election

June – Finalize Public Policy Guide & distribute to legislators and partners

November 6, 2018 – General election

January 2019 – Start of 2019 Session

Other announcements

Peggy Iba shared on 10/15 at the Dawson County Fairgrounds will host a Junkapalooza and Harvest Fest.

Glenda Ueland shared on 10/21 there will be an Evelyn Cameron Gala fundraiser.

Doug Haberman encouraged people to get involved with Montana Fish, Wildlife & Parks.

Dale Galland talked about the Calypso Trail which is 5.5 mile primitive road that provides accesses to the erosion-carved sandstones and clays of the Terry Badlands.

John Laney encouraged all to get the Miles City app (provided handout).

Board Meeting Schedule

Brenda noted next meeting is 11/21 conference call with a mid-year financial check.

Other dates as noted on agenda with exception of April meeting, which conflicts with the Governor's Conference on Tourism and Outdoor Recreation. Date TBD.

Meeting Adjourned at 2:22.

All encouraged to attend a brief tour of the Frontier Gateway Museum (Belle Prairie Frontage Rd) as part of getting to know the region.



Executive Committee Agenda

The **MISSION** of Visit Southeast Montana is to increase visitors to Southeast Montana by increasing awareness of our region, showcasing our cultural heritage, developing memorable experiences and educating our residents about the economic benefits of tourism. www.SoutheastMontana.com

Tuesday, November 7, 2017, 10 a.m.

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

- I. 10:00 Welcome and establish quorum - Chip Watts (Board Chair)
- II. 10:05 Private Fund Budget Update
- III. 10:10 Project Status and Discussion:
 - a. Committee Rosters
 - b. Web Site Timeline
 - c. Tear Off Map Themes and Content
- IV 10:25 Legislative Planning Update
- IV. 10:30 Board Meeting/Call-In, November 21, 10 a.m.



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Executive Committee Minutes

Tuesday, November 7, 2017, 10 a.m.

Called to order at 10:01 a.m.

Members on the call: Chip Watts; Jeff Ewelt; Dale Galland

Staff on the call: John Brewer; Brenda Maas & Dan Brooks

Legislative Planning (Chairman Chip Watts adjusted agenda to discuss as first item)

John noted the Governor's special session and proposal to increase accommodations and car rental taxes to offset fire costs. Conversations about where does SEMT stand? Chip noted that customers will object to 10% (7% existing and 3% increase proposed by Governor) but if it passes that after two years those funds need to come back to tourism if not sunset. Dan noted that, in general, legislators are against any new taxes. John said that Exec Board has the authority to take a position.

Motion by Jeff, second by Dale for Dan Brooks to draft a statement that Visit Southeast Montana does not support the 3% bed tax increase; if the tax does move forward, when the tax "sunsets" the funds come back to regional tourism. Approved.

Private Fund Budget Update

Adjusted Private Funds budget reflects the (3) private revenue projects that were approved at September meeting. Brenda noted commissions to be paid to Windfall for their sales role and the anticipated SEMT Admin shortage (\$15,262) to be transferred as necessary. This budget will be an Action Item for upcoming Board meeting.

Sponsor suggestions: Chip mentioned Cenex, Town Pump and Luv's (on I-90) as an option. Brenda noted Holiday as a courtesy first "ask" then move on to others. John asked if any objections to asking other Regions/CVBs, after Tourism Partners are asked. No objections.

Project Status and Discussion

- Committee Rosters – Brenda updated all on Committees Rosters.
- Web Site Timeline – Brenda noted timeline for website, which follows the proposal that was included in the September Board Packet.
- Tear-off Map Themes & Content – Projects are moving forward, with artistic inspiration map first because the history map is more complex. Windfall will have a draft for Board meeting.

Additional Comments

Congratulations to Jeff Ewelt for being appointed to TAC.; Board Meeting/Call-in November 21 at 10 a.m.; Brenda to send packets by November 15.

Adjourned at 10:43 a.m.



Visit Southeast Montana is managed by the Billings Chamber of Commerce

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

Revenue over expenses is \$1,079 over budget.

Revenue is at budget. Staff continue to work closely with the MT Office of Tourism to monitor anticipated lodging tax collections.

Total Expenses are \$1,103 under budget.

- SEMT States Expenses are \$1,007 under budget.
 - Advertising expenses are right at budget. Expenses will increase within the next few months for the FY2018 projects based upon timelines of media buys provided by Windfall.
 - State Marketing Support is under budget \$923 from Personnel Expenses.
 - Publicity is under budget \$121 for press tours.
 - Telemarketing and Fulfillment is currently over budget \$169 from Certified Folder.

- SEMT Unrestricted Expenses are under budget \$95 for anticipated meeting expenses.

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

	CURRENT MONTH		YEAR TO DATE		**2017-18 Annual Budget
	October 2017	October 2017	July-Oct 2017	July-Oct 2017	
	Actual	Budget	Actual	Budget	
Income					
SEMTE State Revenue	4,000	4,048	182,000	182,048	564,048
SEMTE State Interest Revenue	15	-	24	-	-
Sponsorship Revenue	-	-	-	-	6,500
Total Income	<u>4,015</u>	<u>4,048.00</u>	<u>182,024</u>	<u>182,048</u>	<u>570,548</u>
Committed Rollover Funds from Prior Year	-	-	-	-	19,734
Expense					
SEMTE Unrestricted Funds					
SEMTE Unrestricted - Advertising	-	-	-	-	-
SEMTE Unrestricted - Staff Training	-	-	196	200	200
SEMTE Unrestricted - Meetings	125	-	739	830	2,400
SEMTE Unrestricted - Lobby/Awareness	-	-	-	-	2,000
SEMTE Unrestricted - Membership Dues	-	-	150	150	150
SEMTE Unrestricted - Tradeshow Exp	-	-	-	-	400
SEMTE Unrestricted - Misc.	-	-	-	-	-
Total SEMTE Unrestricted Funds	<u>125</u>	<u>-</u>	<u>1,085</u>	<u>1,180</u>	<u>5,150</u>
SEMTE State Expenses					
SEMTE State Advertising	8,560	-	14,410	14,500	224,572
SEMTE State Marketing Support	15,950	20,349	68,483	69,406	204,010
SEMTE State Printed Projects	-	-	-	-	45,000
SEMTE State Publicity	631	200	629	750	23,000
SEMTE State Tradeshows	490	500	490	500	9,200
SEMTE State TeleMarketing/Fulfill.	657	709	23,305	23,136	28,500
SEMTE State Internet Development	468	-	468	500	34,500
SEMTE State Visitor Info. Center	-	-	-	-	15,000
Total SEMTE State Expenses	<u>26,757</u>	<u>21,758</u>	<u>107,785</u>	<u>108,792</u>	<u>583,782</u>
Total Expense	<u>26,882</u>	<u>21,758</u>	<u>108,869</u>	<u>109,972</u>	<u>588,932</u>
Net Income	<u>(22,867)</u>	<u>(17,710)</u>	<u>73,155</u>	<u>72,076</u>	<u>1,350</u>
Cash			Current Month	Last Month	
State Funds - Checking			62,566	30,323	
State Funds - Savings			34,422	89,407	
Unrestricted Funds - Checking			32,790	32,914	
Total Cash			<u>129,778</u>	<u>152,645</u>	

** 2017-2018 Budget incorporates the carryover funds from the previous year as decided by the board.

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

Cash in Bank as of July 1, 2017: \$ 33,874 \$ 36,429

	Budget		Actual
	FY2017-18		FY2016-17
Revenue			
Corporate Sponsorship - Windfall sales	\$ 22,500	***	-
Micro-site Advertising - Windfall sales	10,000	***	-
Tear Off Maps - Windfall sales	10,000	***	-
Sponsor Revenue (originally budget \$6,500)	-		\$ 3,950
Total Revenue	\$ 42,500		\$ 3,950
Advertising			
Advertising	\$ -		\$ -
Total Advertising	\$ -		\$ -
Printing			
Tear Off Maps Printing	\$ 5,000	***	\$ -
Total Printing	\$ 5,000		\$ -
Meetings			
SEMT Board	\$ 500		\$ 800
SEMT Board Goodwill	-		-
Misc Meetings	500		757
Gov. Conference/TAC/Partner Meetings	200		(69)
State Audit Reimbursement	100		455
Board Mileage	1,000		1,470
Partner Website Maintenance	100		-
Community Edu Meetings	-		-
SEMT Admin shortfall	-		497
Total Meetings	\$ 2,400		\$ 3,911
Consumer Travel/Trade Shows & Events			
Tradeshows (unallowable exp, excess meal per diems)	\$ 200		\$ 255
PR Activities (unallowable exp, excess meal per diems)	200		189
Total Travel/Trade Shows & Events	\$ 400		\$ 444
Staff Training			
Staff Training (unallowable exp, excess meal per diems)	\$ 200		\$ -
Total Staff Training	\$ 200		\$ -
Lobby/Awareness			
Voices of MT PR campaign	\$ 1,000		\$ 1,000
Tourism Matters Pledge	1,000		1,000
Total Lobby/Awareness	\$ 2,000		\$ 2,000
Other			
Office Supplies (checks)	\$ -		\$ -
Dues (YCLA & Misc)	150		150
Opportunity	-		-
Total Other	\$ 150		\$ 150
Commissions			
Commissions 15% - Corporate Sponsorship	\$ 3,375	***	\$ -
Commissions 25% - Micro-site Advertisers	2,500	***	-
Commissions 25% - Tear Off Maps	2,500	***	-
Total Commissions	\$ 8,375		\$ -
Total Expenses	\$ 18,525		\$ 6,505
Revenue less Expenses	\$ 23,975		\$ (2,555)
Transfer as needed for SEMT Admin**	\$ 15,262		

Anticipated Cash in Bank as of June 30: \$ 42,587 \$ 33,874

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

***. updated budget changes based upon Windfall's revenue proposal



Southeast Montana Tourism Strategic Website Services Proposal

At **WINDFALL**, our planners, designers and developers work closely to create impactful, integrated and measurable platforms for our clients.

Windfall would like to propose the following website development strategy and related budget with applicable deliverables:

Total Project Budget \$28,000

- ***Research / Analysis / Content Collection \$6,000***
- ***Design \$12,000***
- ***Development \$8,000***
- ***Testing, External resource integration, other services \$2,000***

Website Development Team

Kyle McGowan - Digital Director
Andrew Walsh – Programmer
Tanner Everard - Animation / Graphics
Megan Richter – Creative Director

Account Services / Support

Beth Burman Frazee - Project Management
Jim McGowan – Research / Strategy / Analysis

Timeline and Deliverables

November Project Deposit - \$5,000

- + Site Map
- + Development Plan
- + Research / Analysis

December Invoice - \$5,000

- + Site Homepage Mock Up
- + Internal Page Samples Mock Up
- + Vanity Domain Acquisition
- + Content Collection Phase Launch

January Invoice - \$5,000

- + Content Collection
- + Search Engine Optimized Editing
- + Copywriting Support

February Invoice - \$5,000

- + Content Approved
- + Site Testing Phase

March Invoice - \$8,000 Project Payment

- + Site Approved and Launched
- + Analytics Launched / Reporting Tools Installed

November 10, 2017

RE: Temporary Lodging Tax Increase

The Southeast Montana Tourism (SEMT) Board understands the state is under significant pressure to address the budget shortfall and minimize the impact to those Montanans most in need of the services the state provides. We appreciate the Governor's Office dividing the burden into thirds and proposing the lodging industry assist with the fire costs, which unfortunately affected many in the tourism industry. We wish to offer our support in our state's time of need. However, we cannot support the full 3% increase to the lodging tax. A 3% increase would set our tax rate at 10%, well above our neighbors North Dakota (5%), South Dakota (6%), Wyoming (4%), and Idaho (8%).

We would be supportive of a solution that:

- Does not go above a temporary 1% increase to the lodging tax. We will oppose any increase, even temporary, above 1%.
- Sunsets on or before December 30, 2019. We will oppose any solution without a specific provision ending the temporary 1% lodging tax increase.
- Specifically states in the bill that revenues generated from the 1% temporary lodging tax increase are only applied to cover firefighting costs.
- Includes language that prompts additional efforts by the Department of Revenue to effectively enforce lodging tax remittance from Airbnb operators currently out of compliance with state law.
- Honors existing contracts established and sold by vendors at the 7% lodging tax rate.

Thank you for your consideration.

Sincerely,



John Brewer
President/CEO
Southeast Montana (SEMT)



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); Mona Madler (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

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 11.16.17 - bjm

Visit Southeast Montana
(Updated 11.16.17)
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

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Terry, MT 59349

Fallon County

Ph: 406-853-6471

e.epley@outlook.com

Dale Galland- 2nd Term June 30, 2017*

Vice Chair

Prairie Unique

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114 S. Logan

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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

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Yellowstone County

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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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Board of Directors**

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 Ohl- 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
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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
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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 & Visit
Glendive
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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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
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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**